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NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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JULY 1985 COMPARED WITH JULY 1984

DEPRESSED OCCUPANCY RATES; ROOM RATES CONTINUE TO CLIMB

The national occupancy rate for the month of July dropped 1.0 percent to 68.5 percent compared with July 1984. The Northeast, North Central, and South Central sectors experienced decreases in occupancy rates as high as 6.7 percent, while the Southeast and West sectors noted increases. Double occupancy rates in the Northeast and West were an impressive 13.5 percent and 14.3 percent above the preceeding year. The Southeast, however, reported a 0.8 percent decrease in this measure. The average room rate for July increased 3.1 percent over last year to $56.40.

In Food and Beverage operations, the number of food covers served decreased 3.8 percent from July 1984. For the month, food and beverage sales per occupied room showed a slight increase as did the average receipt per cover. This follows a trend that has been evident since the beginning of this year - the average receipt per cover has increased in an effort to offset the decrease in the number of food covers served.

Year to date occupancy, reported at 65.9 percent, was 1.5 percent lower when compared with the same period of last year, while double occupancy figures reported an increase of 1.1 percent to 53.1 percent. Additionally, food and beverage operations, as of July 1985, were not as healthy as had been hope for. Although food and beverage sales per occupied room and the average receipt per cover both increased in the first seven months of the year, the number of covers served decreased by -3.3 percent, indicating once again an increase in prices to compensate for less patrons.

For the remainder of the year, we expect occupancy rates to continue their year long slide. Major additions to room supply continue to negatively affect occupancy levels and depress room rate levels. This situation is not likely to change in the next twelve months, resulting in tough times ahead for the entire lodging industry.

	Projections	Actual Last Year
September 1985	67-69%	67.1%
October 1985	70-72%	71.4%
November 1985	59-61%	61.5%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	64.4%	-0.5%
AFFILIATION:		
Chain	64.8	-1.8
Independent	63.9	5.3
AREA:		
Northeast	66.9	-3.6
Southeast	66.4	-0.4
North Central	61.9	-4.2
South Central	57.7	-5.7
West	71.2	-1.1
LOCATION:		
Center City	61.7	-1.0
Suburban	64.5	-0.8
Highway	66.5	2.5
Airport	66.6	-1.2
Resort	63.9	-2.9
SIZE:		
Under 150 rooms	65.6	-0.8
150 to 299 rooms	64.2	0.5
300 to 600 rooms	62.6	-0.9
Over 600 rooms	67.5	1.2
TYPE:		
Hotel	64.1	0.0
Motor Hotel	65.9	0.8
Economy	62.7	-4.7

* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
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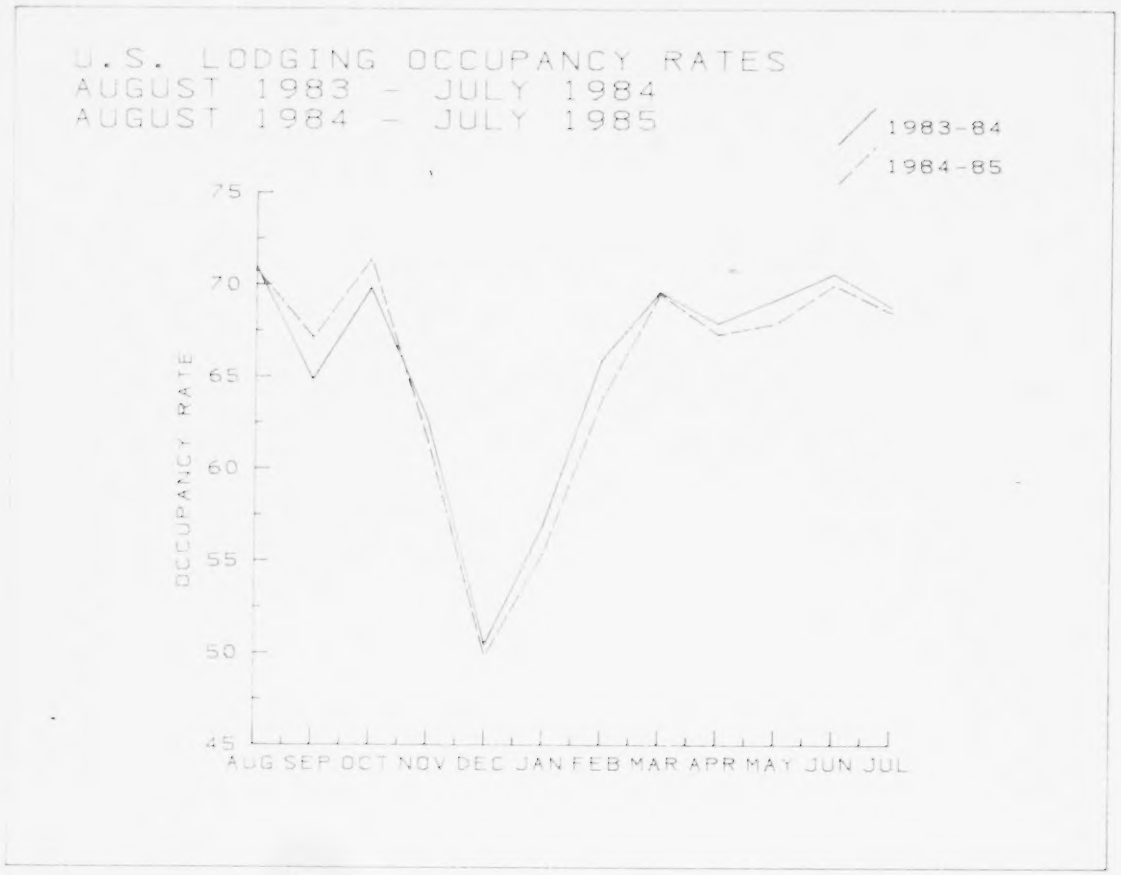
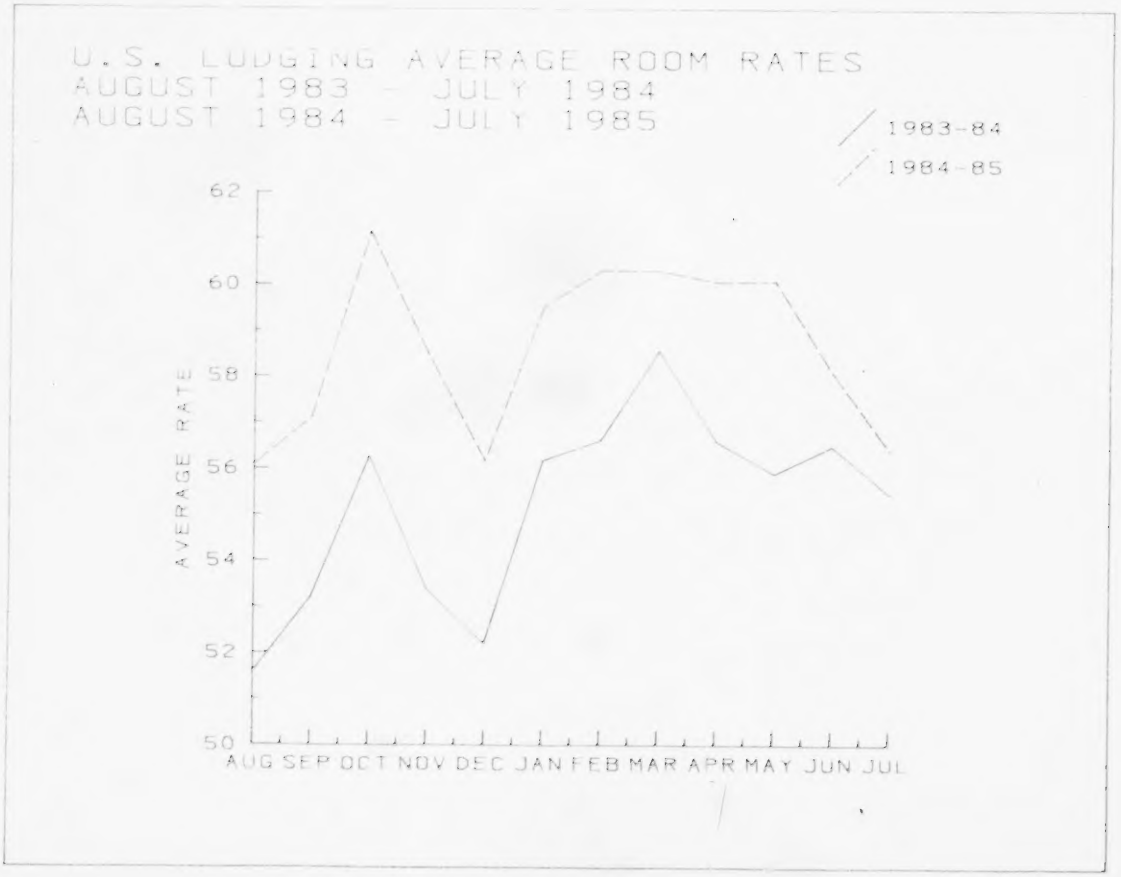
Research and Development


U.S. LODGING OCCUPANCY RATES
AUGUST 1983 - JULY 1984
AUGUST 1984 - JULY 1985
1983-84
1984-85
OCCUPANCY RATE
75
70
65
60
55
50
45
AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL


U.S. LODGING AVERAGE ROOM RATES
AUGUST 1983 - JULY 1984
AUGUST 1984 - JULY 1985
1983-84
1984-85
AVERAGE RATE
62
60
58
56
54
52
50
AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL

TREND REPORT JULY 1985 COMPARED WITH JULY 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUL	% CHG	JUL	% CHG	JUL	% CHG	JUL	% CHG
TOTAL	1.3	1.9	-1.0	3.7	68.5	-1.0	71.9	5.3	$ 56.40	3.1	$ 79.79	2.4
REGION:												
Northeast	-0.4	0.7	-5.7	6.7	68.0	-3.3	53.0	13.5	$ 80.18	5.8	$111.25	4.5
Southeast	5.2	5.0	5.1	8.1	71.8	3.5	110.6	-0.8	54.70	1.5	80.03	1.7
North Central	4.8	6.3	-	7.1	68.0	-0.9	52.9	0.6	46.64	7.1	66.88	5.6
South Central	-6.3	-5.4	-9.3	-4.6	60.1	-6.7	52.1	0.8	48.86	1.0	68.14	-
West	3.2	3.5	3.3	-8.4	76.5	2.0	71.8	14.3	58.55	1.8	81.50	1.4
AFFILIATION:												
Chain	1.0	1.8	-1.7	3.4	68.8	-1.6	66.6	3.7	$ 55.56	3.4	$ 77.12	2.7
Independent	1.9	2.0	1.0	5.2	67.2	1.4	91.0	8.9	59.89	1.2	90.94	1.1
LOCATION:												
Center City	-2.3	-1.4	-5.4	-0.3	61.5	-4.7	57.9	13.1	$ 69.11	5.3	$ 98.05	4.3
Suburban	3.4	4.7	-0.1	4.1	69.9	0.7	56.3	-0.5	50.91	3.6	72.96	2.4
Airport	1.8	1.5	2.0	5.9	69.1	-2.5	41.6	14.6	53.08	2.8	75.10	3.1
Highway	2.6	3.2	-0.2	3.0	74.8	0.8	79.4	-2.6	40.90	2.0	51.73	1.5
Resort	4.8	4.7	3.9	10.3	72.3	2.6	138.1	1.2	68.58	1.1	105.92	1.3
SIZE:												
Under 150 Rooms	4.3	4.7	2.4	6.7	75.0	-0.3	75.5	0.1	$ 41.62	4.3	$ 53.62	3.9
150 - 299 Rooms	1.7	2.5	-1.3	4.7	69.6	-1.0	66.0	3.9	51.22	3.5	71.27	2.7
300 - 600 Rooms	-0.7	-1.2	-1.2	6.9	63.4	-2.6	67.6	11.0	62.19	1.3	92.77	1.7
Over 600 Rooms	0.9	2.3	-2.2	-0.9	65.1	-0.2	80.4	5.4	80.91	4.4	118.23	3.0
TYPE:												
Hotel	1.0	1.6	-0.9	3.5	64.6	-1.4	68.8	12.2	$ 67.02	4.0	$101.55	3.4
Motor Hotel	1.8	2.3	-1.2	5.1	72.6	-0.8	73.3	-0.3	47.87	2.1	61.70	1.5
Economy	3.2	3.5	-7.1	2.8	76.5	-0.1	83.4	-1.9	31.25	3.1	32.51	2.8
All Suites	-9.4	-8.5	-33.4	0.1	73.5	-6.6	138.6	-33.9	62.16	-2.0	67.22	-3.0

- NO CHANGE

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry.

YEAR TO DATE TREND REPORT - AS OF JULY 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUL	% CHG	JUL	% CHG	JUL	% CHG	JUL	% CHG
TOTAL	2.7	3.6	0.2	4.6	65.9	-1.5	53.1	1.1	$ 58.42	5.2	$ 87.94	4.3
REGION:												
Northeast	2.0	3.9	-4.1	8.0	68.1	-3.1	40.6	4.8	$ 81.64	7.5	$120.19	5.5
Southeast	4.0	3.9	3.9	5.4	71.8	0.6	85.8	-1.0	62.06	3.5	96.12	3.6
North Central	4.9	6.8	1.2	4.1	63.2	0.3	39.2	-	47.69	6.5	74.09	4.7
South Central	-1.5	-0.9	-3.3	1.8	59.2	-4.2	39.5	0.8	51.26	3.7	75.33	3.1
West	4.2	5.2	2.3	0.7	69.7	-1.0	51.7	4.7	56.24	5.8	83.47	4.7
AFFILIATION:												
Chain	2.4	3.5	-0.4	3.7	66.1	-1.9	49.0	0.2	$ 57.49	5.5	$ 85.18	4.4
Independent	3.6	4.0	1.9	8.2	64.9	0.3	69.2	3.1	62.87	3.8	100.98	3.3
LOCATION:												
Center City	2.1	3.5	-1.6	5.1	62.9	-1.7	42.9	3.1	$ 71.25	6.2	$108.10	4.8
Suburban	3.0	4.3	0.3	1.8	65.2	-1.8	42.9	1.9	50.66	5.9	76.42	4.5
Airport	4.2	5.5	0.9	7.2	69.6	-1.3	31.5	-6.8	53.97	5.7	79.76	4.5
Highway	1.1	1.5	-0.2	1.5	66.4	-2.5	58.0	0.9	40.83	3.9	54.73	3.5
Resort	3.6	3.6	3.0	5.7	70.5	0.6	103.8	1.1	73.96	3.0	121.80	2.9
SIZE:												
Under 150 Rooms	2.5	3.3	-0.3	3.6	66.3	-1.0	59.2	-1.3	$ 39.49	4.3	$ 52.02	3.5
150 - 299 Rooms	1.5	2.4	-0.5	1.7	65.8	-2.7	48.6	2.7	51.62	5.3	76.11	4.5
300 - 600 Rooms	3.4	4.4	1.0	5.2	63.7	-0.8	48.0	1.3	64.35	4.4	101.12	3.4
Over 600 Rooms	3.3	4.5	0.1	6.3	68.4	-0.7	59.5	1.0	85.78	6.3	135.59	5.1
TYPE:												
Hotel	2.9	4.1	0.3	4.6	65.6	-0.9	49.5	1.2	$ 69.55	5.6	$111.70	4.4
Motor Hotel	1.9	2.6	-0.5	4.7	66.5	-2.8	55.6	1.5	47.13	4.7	63.76	4.1
Economy	3.3	3.4	-3.9	5.4	65.2	-0.9	69.6	0.6	29.92	4.1	31.11	3.9
All Suites	-0.1	-	-12.7	11.3	71.6	-1.5	118.8	2.0	64.27	0.7	70.25	0.6

- NO CHANGE

FOOD AND BEVERAGE REPORT - JULY 1985 COMPARED WITH JULY 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$26.11	$26.00	$ 8.33	$ 8.02	0.34	0.35	0.22	0.22	55.8	53.8	$ 6.37	$ 5.96	-3.8
REGION													
Northeast	$28.71	$29.11	$10.52	$ 9.92	0.32	0.33	0.20	0.20	65.4	61.5	$ 9.73	$ 8.71	-10.7
Southeast	24.68	24.31	8.17	7.82	0.36	0.37	0.22	0.23	53.8	51.4	6.11	5.61	0.6
North Central	24.22	24.18	7.30	6.89	0.33	0.36	0.23	0.23	53.3	51.1	5.36	4.86	-5.3
South Central	21.55	22.03	7.02	7.04	0.36	0.37	0.23	0.23	55.3	52.1	5.44	5.25	-9.0
West	33.10	32.34	8.92	8.68	0.34	0.35	0.22	0.22	50.3	52.2	5.70	5.74	2.6
AFFILIATION													
Chain	$23.51	$23.45	$ 7.97	$ 7.71	0.34	0.35	0.22	0.22	57.3	54.8	$ 6.47	$ 6.03	-4.7
Independent	38.98	39.04	9.42	9.02	0.35	0.36	0.23	0.24	51.0	50.1	6.03	5.69	-0.8
LOCATION													
Center City	$28.22	$27.89	$ 9.13	$ 8.76	0.33	0.34	0.21	0.22	64.3	61.3	$ 8.02	$ 7.28	-9.2
Suburban	22.76	23.17	7.57	7.41	0.35	0.37	0.23	0.23	51.4	51.1	5.48	5.43	-0.1
Airport	23.77	22.97	7.78	7.29	0.35	0.35	0.22	0.22	50.0	49.7	5.32	5.07	-2.1
Highway	19.15	19.42	6.83	6.52	0.36	0.36	0.23	0.23	49.2	46.6	4.31	3.98	-4.6
Resort	36.34	36.04	9.84	8.54	0.35	0.36	0.22	0.22	50.2	45.6	5.82	5.17	1.8
SIZE													
Under 150 Rooms	$28.59	$27.76	$ 6.89	$ 6.53	0.37	0.39	0.24	0.24	51.8	47.0	$ 4.82	$ 4.04	-1.7
150 - 299 Rooms	20.84	20.85	7.27	7.09	0.36	0.37	0.23	0.23	53.0	50.1	5.31	4.93	-2.5
300 - 600 Rooms	27.39	27.05	8.48	8.13	0.34	0.35	0.22	0.22	55.6	55.6	6.57	6.43	-1.6
Over 600 Rooms	32.09	32.48	10.44	9.88	0.31	0.33	0.20	0.20	61.3	58.6	8.54	7.73	-9.4
TYPE													
Hotel	$30.86	$30.50	$ 8.93	$ 8.57	0.34	0.35	0.22	0.22	57.8	55.7	$ 7.04	$ 6.54	-4.1
Motor Hotel	17.57	17.76	6.61	6.43	0.36	0.36	0.22	0.22	48.7	46.9	4.48	4.28	-2.3
Economy	7.62	7.97	3.96	4.05	0.37	0.32	*	*	*	*	*	*	-9.1
All Suites	9.88	12.58	*	*	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF JULY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32.57	$32.02	$ 9.03	$ 8.66	0.33	0.34	0.21	0.22	46.6	46.2	$ 5.92	$ 5.64	-3.3
REGION:													
Northeast	$35.71	$35.96	$10.91	$10.55	0.31	0.32	0.20	0.20	54.3	52.0	$ 8.56	$ 8.03	-6.6
Southeast	33.19	32.08	8.95	8.59	0.33	0.34	0.21	0.22	41.4	41.2	5.39	5.07	-0.9
North Central	32.33	32.14	8.19	7.79	0.34	0.35	0.22	0.22	43.7	43.5	4.83	4.63	-1.7
South Central	26.42	26.11	8.36	8.02	0.34	0.35	0.22	0.23	46.5	47.3	5.72	5.57	-7.8
West	36.66	35.66	9.10	8.68	0.33	0.34	0.21	0.22	48.5	47.8	5.64	5.31	-1.0
AFFILIATION:													
Chain	$30.00	$29.46	$ 8.81	$ 8.47	0.33	0.34	0.21	0.21	47.0	46.5	$ 5.92	$ 5.63	-3.9
Independent	46.91	46.78	9.62	9.38	0.34	0.35	0.23	0.23	44.9	44.9	5.88	5.67	-1.3
LOCATION:													
Center City	$35.18	$34.84	$10.15	$ 9.70	0.31	0.32	0.20	0.21	51.0	50.7	$ 7.47	$ 7.05	-6.3
Suburban	28.31	27.94	8.00	7.87	0.34	0.36	0.23	0.23	45.1	45.2	5.15	5.01	-1.7
Airport	27.47	27.18	8.16	7.76	0.34	0.35	0.22	0.22	43.8	43.4	4.92	4.73	-1.7
Highway	24.00	23.36	7.37	7.01	0.36	0.37	0.23	0.23	42.6	40.9	4.09	3.78	-3.3
Resort	46.49	45.04	9.51	9.20	0.34	0.35	0.21	0.21	41.5	40.6	5.20	4.84	-0.7
SIZE:													
Under 150 Rooms	$30.40	$30.16	$ 7.04	$ 6.77	0.37	0.39	0.25	0.25	44.2	42.6	$ 4.17	$ 3.95	-2.2
150 - 299 Rooms	25.97	25.28	7.81	7.54	0.35	0.36	0.23	0.23	44.9	43.5	4.88	4.59	-2.6
300 - 600 Rooms	33.77	33.61	9.34	8.93	0.33	0.34	0.22	0.22	48.3	48.6	6.29	6.15	-1.0
Over 600 Rooms	42.23	41.49	11.45	10.80	0.30	0.31	0.19	0.19	47.0	47.0	7.85	7.27	-8.0
TYPE:													
Hotel	$38.04	$37.45	$ 9.63	$ 9.21	0.33	0.34	0.21	0.22	47.3	47.1	$ 6.42	$ 6.12	-3.7
Motor Hotel	21.54	21.13	7.25	7.00	0.36	0.37	0.22	0.22	43.5	42.1	4.43	4.19	-2.0
Economy	8.21	8.10	3.70	3.64	0.35	0.36	0.26	0.25	30.4	30.7	1.54	1.59	-5.7
All Suites	13.09	14.67	*	*	0.38	0.41	0.22	0.23	63.3	62.7	*	*	*

* INSUFFICIENT RESPONSE

TWELVE MONTH TREND REPORT - AS OF JULY 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUL	% CHG	JUL	% CHG	JUL	% CHG	JUL	% CHG
TOTAL	4.2	5.3	1.4	6.8	65.2	-1.1	52.2	-	$ 57.81	6.1	$ 87.67	5.0
REGION												
Northeast	5.1	7.0	-0.7	11.8	71.2	-1.2	41.6	2.7	$ 82.97	8.3	$123.37	6.4
Southeast	3.8	3.7	3.3	7.2	67.0	-1.0	82.6	-2.1	58.23	4.5	90.90	4.7
North Central	5.7	7.8	1.9	4.1	63.5	1.0	39.9	-1.0	46.48	6.5	72.45	4.5
South Central	1.3	2.0	-0.8	4.1	58.5	-3.5	39.7	2.1	50.96	5.0	75.52	4.3
West	5.5	6.7	3.0	4.2	69.2	-0.4	51.3	1.6	56.22	6.5	84.43	5.3
AFFILIATION												
Chain	4.1	5.3	1.0	6.4	65.5	-1.4	48.5	-0.4	$ 57.31	6.5	$ 85.80	5.3
Independent	4.6	5.2	2.6	9.1	63.9	0.5	68.1	0.9	60.49	4.4	97.19	3.8
LOCATION												
Center City	5.1	6.8	0.9	8.3	64.3	-0.2	43.7	3.1	$ 72.45	7.2	$110.12	5.5
Suburban	3.8	5.0	1.4	3.4	64.1	-1.8	42.1	-0.5	50.17	6.4	76.81	5.2
Airport	5.9	7.4	2.2	8.6	68.8	-0.3	31.3	-4.6	52.87	6.5	79.04	4.9
Highway	1.7	2.2	-0.2	3.1	64.9	-2.7	58.0	-1.0	39.93	4.6	53.79	4.0
Resort	3.4	3.4	2.6	7.5	66.1	-0.9	100.8	-0.5	68.95	3.5	115.52	3.5
SIZE												
Under 150 Rooms	4.0	4.7	1.4	5.9	65.0	-0.5	58.1	-2.2	$ 38.96	4.9	$ 51.85	4.2
150 - 299 Rooms	3.2	4.1	0.9	3.5	64.6	-2.0	47.2	1.1	50.76	5.9	76.06	4.9
300 - 600 Rooms	4.7	5.8	1.8	8.3	63.1	-0.6	48.8	-1.4	63.97	5.5	101.83	4.4
Over 600 Rooms	5.0	6.5	1.4	8.4	69.1	-1.0	57.8	1.2	84.08	7.5	131.71	6.0
TYPE												
Hotel	4.6	6.0	1.6	7.3	65.3	-0.3	48.6	0.2	$ 69.03	6.2	$111.57	4.9
Motor Hotel	3.1	3.9	0.6	5.2	64.9	-2.8	54.8	-0.4	46.52	5.8	63.70	5.1
Economy	4.2	4.5	-6.0	4.5	64.8	-	66.8	-1.5	29.85	4.3	31.32	4.0
All Suites	1.8	2.2	*	7.5	70.1	-0.3	110.8	5.4	63.43	2.0	70.09	1.6

* INSUFFICIENT RESPONSE
\- NO CHANGE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF JULY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$33.18	$32.49	$ 9.20	$ 8.80	0.33	0.34	0.21	0.22	45.8	45.4	$ 5.96	$ 5.68	-2.8
REGION:													
Northeast	$38.23	$37.97	$11.30	$10.90	0.30	0.31	0.20	0.20	50.9	49.1	$ 8.41	$ 7.94	-3.2
Southeast	32.21	30.85	9.08	8.71	0.33	0.34	0.22	0.22	42.5	42.1	5.59	5.22	-2.6
North Central	32.64	32.42	8.11	7.73	0.34	0.35	0.22	0.22	42.7	42.9	4.67	4.51	-1.1
South Central	27.15	26.75	8.43	8.12	0.34	0.35	0.22	0.23	45.9	46.6	5.77	5.63	-6.8
West	37.37	36.39	9.32	8.81	0.33	0.34	0.21	0.22	47.1	46.5	5.68	5.33	-0.8
AFFILIATION:													
Chain	$30.94	$30.25	$ 9.03	$ 8.65	0.32	0.33	0.21	0.21	46.2	45.7	$ 6.00	$ 5.70	-3.1
Independent	46.77	46.38	9.86	9.42	0.34	0.35	0.23	0.23	44.0	44.1	5.77	5.58	-1.5
LOCATION:													
Center City	$36.25	$35.83	$10.46	$10.00	0.31	0.32	0.20	0.21	49.2	49.1	$ 7.43	$ 7.09	-4.3
Suburban	29.53	28.83	8.31	7.94	0.34	0.36	0.23	0.23	44.2	44.0	5.16	4.97	-1.2
Airport	27.49	27.17	8.23	7.84	0.34	0.35	0.22	0.23	44.0	43.6	5.05	4.85	-1.1
Highway	23.84	23.16	7.38	6.97	0.35	0.36	0.23	0.23	41.3	40.1	4.04	3.73	-4.4
Resort	46.65	44.93	9.56	9.22	0.34	0.35	0.21	0.22	41.6	40.5	5.29	4.87	-1.8
SIZE:													
Under 150 Rooms	$30.51	$30.11	$ 7.11	$ 6.82	0.38	0.39	0.25	0.25	42.2	41.5	$ 4.04	$ 3.86	-1.0
150 - 299 Rooms	26.71	25.97	7.95	7.61	0.35	0.36	0.23	0.23	44.1	43.0	4.92	4.62	-2.5
300 - 600 Rooms	35.17	34.76	9.58	9.15	0.33	0.34	0.22	0.22	47.5	47.5	6.37	6.15	-0.9
Over 600 Rooms	41.72	40.79	11.57	10.97	0.30	0.31	0.19	0.19	46.6	46.5	7.90	7.37	-6.5
TYPE:													
Hotel	$38.84	$38.20	$ 9.84	$ 9.40	0.32	0.33	0.21	0.22	46.5	46.3	$ 6.49	$ 6.18	-3.0
Motor Hotel	22.23	21.62	7.39	7.11	0.35	0.36	0.22	0.22	42.7	41.6	4.48	4.24	-1.8
Economy	8.27	8.35	3.55	3.51	0.35	0.35	*	*	*	*	1.64	1.63	-10.5
All Suites	*	*	*	*	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

B5050-4A

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

AUGUST 1985 COMPARED WITH AUGUST 1984

OCCUPANCIES CONTINUE DOWNWARD; ROOM RATES CONTINUE TO RISE

Lodging industry performance was dissapointing again in August as the national occupancy rate fell 1.9 percent from August 1984 down to 70.6 percent in 1985. This pattern was evident in all regions of the country as occupancies declined as much as 7.0 percent. The only exception were Western properties which experienced a modest increase of 1.4 percent. Those properties which have under 150 rooms were the only ones to experience an increase in occupancy this month, while the larger properties reported decreases compared with August of last year.

Northeastern and North Central lodging managements were more aggressive in pricing than their counterparts as the average room rates in those sectors increased 7.0 percent and 7.3 percent respectively. Southeastern rates reported a minor increase of 0.5 percent, while South Central and Western properties reported lower room rates when compared to the same month last year.

August was also a difficult month for Food & Beverage operations, as the number of covers served was down 3.3 percent from the same month of the preceeding year. Additionally, although the average receipt per cover rose in August, this was not quite enough to compensate for the decreasing amount of covers, as food and beverage sales were down 0.1 percent.

Although the index of leading economic indicators rose 0.7 percent in August, we continue to expect moderate gains at best for the lodging industry. We anticipate the industry will continue to experience trying times in the coming months. In addition, room rate increases will moderate in about the 3 percent range.

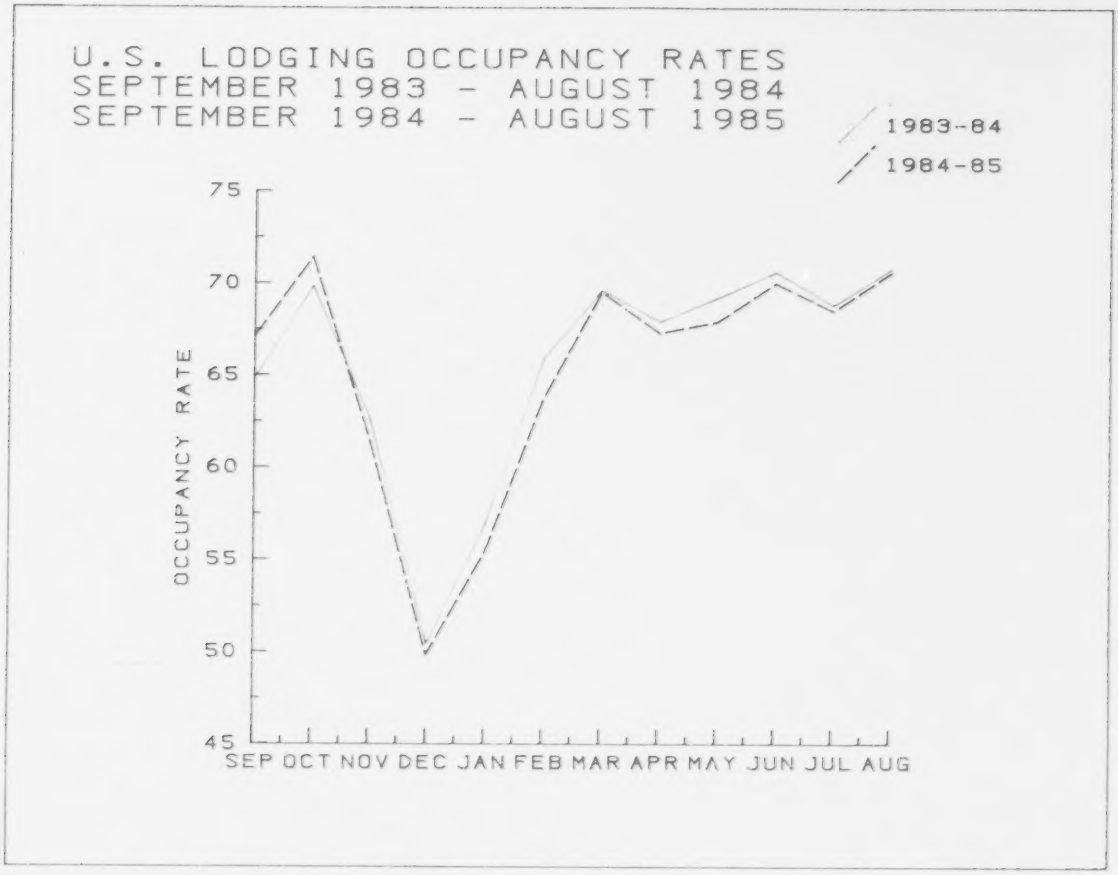
		Projections	Actual Last Year
October	1985	70-72%	71.4%
November	1985	59-61%	61.5%
December	1985	48-50%	49.8%

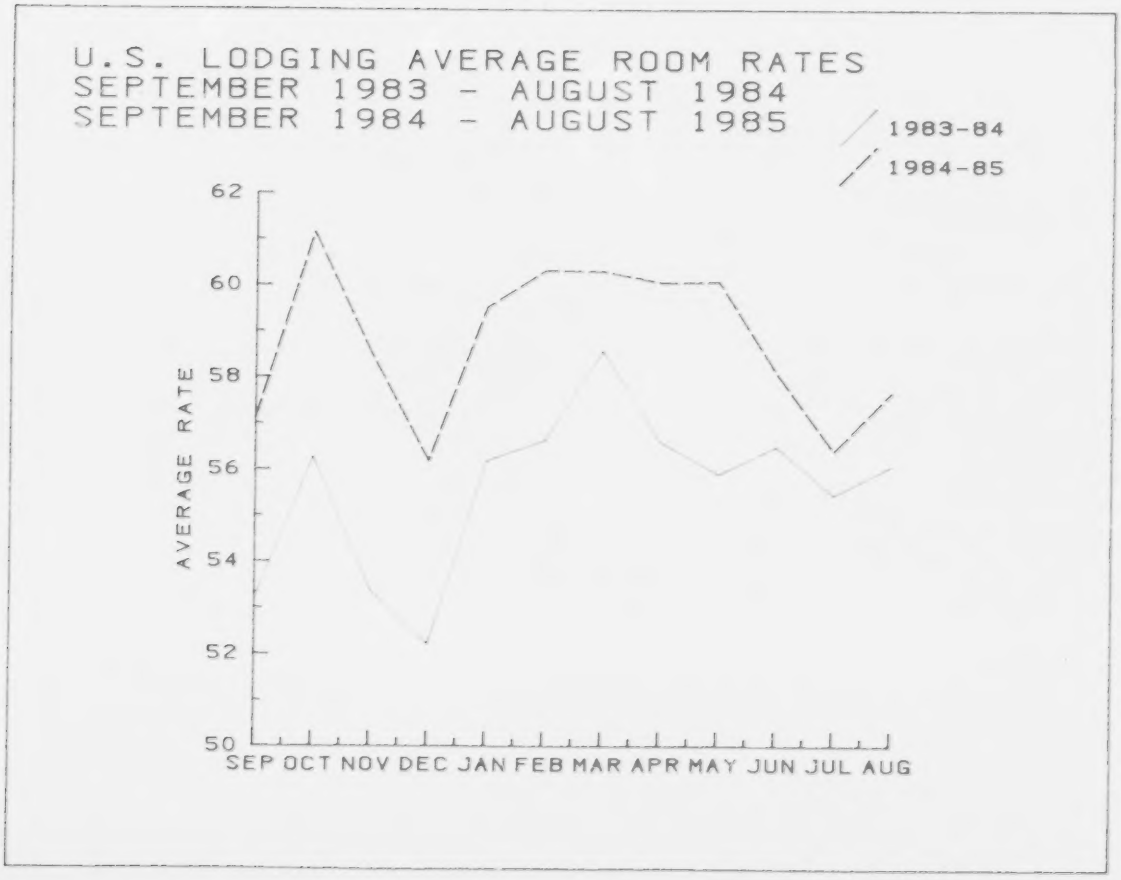
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	64.9%	0.8%
AFFILIATION:		
Chain	65.7	1.4
Independent	63.7	-0.3
AREA:		
Northeast	69.7	4.2
Southeast	64.6	-2.7
North Central	63.0	1.8
South Central	55.6	-3.6
West	67.7	-4.9
LOCATION:		
Center City	64.7	4.9
Suburban	64.1	-0.6
Highway	64.9	-1.5
Airport	67.7	1.7
Resort	63.9	—
SIZE:		
Under 150 rooms	66.5	1.4
150 to 299 rooms	64.2	—
300 to 600 rooms	63.7	1.8
Over 600 rooms	66.5	-1.5
TYPE:		
Hotel	66.0	3.0
Motor Hotel	65.3	-0.9
Economy	64.1	2.2

* FROM PREVIOUS MONTH
— NO CHANGE

Mark Lomanno, Associate Director
Jamie Mandell, Research Analyst
Research and Development


U.S. LODGING OCCUPANCY RATES
SEPTEMBER 1983 - AUGUST 1984
SEPTEMBER 1984 - AUGUST 1985
1983-84
1984-85
OCCUPANCY RATE
75
70
65
60
55
50
45
SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG


U.S. LODGING AVERAGE ROOM RATES
SEPTEMBER 1983 - AUGUST 1984
SEPTEMBER 1984 - AUGUST 1985
1983-84
1984-85
AVERAGE RATE
62
60
58
56
54
52
50
SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

TREND REPORT AUGUST 1985 COMPARED WITH AUGUST 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	AUG	% CHG	AUG	% CHG	AUG	% CHG	AUG	% CHG
TOTAL	0.2	0.3	-0.1	-0.2	70.6	-1.9	66.9	4.7	$ 57.68	1.9	$ 81.79	1.8
REGION:												
Northeast	2.8	4.1	-2.1	5.3	73.6	-2.3	54.0	6.1	$ 83.67	7.0	$114.52	5.6
Southeast	1.4	1.2	1.7	2.8	67.8	-0.4	106.0	1.6	53.79	0.5	77.72	0.7
North Central	5.6	6.3	4.1	4.2	73.4	-1.2	52.6	6.7	49.29	7.3	71.03	6.6
South Central	-9.6	-8.9	-12.3	-5.9	60.1	-7.0	50.8	2.4	49.95	-2.5	71.71	-3.2
West	1.3	-0.3	7.3	-8.9	80.6	1.4	68.4	5.6	58.13	-1.8	82.19	-0.3
AFFILIATION:												
Chain	-0.4	0.1	-1.5	-3.2	71.2	-2.1	62.1	2.5	$ 56.95	2.0	$ 79.00	1.5
Independent	2.5	1.2	4.1	9.1	68.3	-1.2	84.1	10.8	61.06	1.4	94.56	2.7
LOCATION:												
Center City	-1.4	-0.8	-2.5	-4.9	66.3	-2.4	56.0	4.7	$ 69.63	2.5	$ 98.88	1.8
Suburban	-1.2	-0.9	-3.5	5.1	72.5	-2.2	54.1	5.5	52.61	1.5	73.36	1.2
Airport	3.2	2.3	5.9	2.9	72.1	-1.6	38.5	11.0	54.24	2.2	75.85	3.1
Highway	2.4	2.6	2.6	-3.6	75.5	-0.5	78.9	5.2	41.76	1.8	54.80	1.6
Resort	1.6	0.9	2.4	5.3	69.8	-3.2	126.0	2.1	67.79	2.2	106.79	3.0
SIZE:												
Under 150 Rooms	3.3	3.9	0.2	4.0	77.7	0.4	77.8	5.0	$ 41.25	2.8	$ 51.83	2.1
150 - 299 Rooms	-0.6	-0.5	-1.0	0.4	70.5	-3.3	60.6	8.6	52.85	2.5	75.13	2.4
300 - 600 Rooms	-0.2	-1.2	3.5	-4.8	67.5	-3.0	62.5	5.8	64.00	0.3	94.99	1.3
Over 600 Rooms	-0.2	0.7	-3.3	3.1	67.3	-0.6	71.9	-	77.87	3.0	112.70	2.1
TYPE:												
Hotel	-	0.1	0.1	-0.8	68.0	-1.9	62.5	7.2	$ 67.02	2.0	$100.92	2.0
Motor Hotel	0.6	0.9	-0.5	1.6	73.3	-2.3	70.5	3.2	48.24	2.2	63.06	2.0
Economy	3.4	3.8	-8.9	8.6	78.1	-	84.8	4.2	31.41	3.5	32.87	3.2
All Suites	-6.2	-6.1	-8.0	4.8	74.8	-3.4	114.9	-31.6	68.43	-4.0	75.41	-4.1

- NO CHANGE

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry

YEAR TO DATE TREND REPORT - AS OF AUGUST 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	AUG	% CHG	AUG	% CHG	AUG	% CHG	AUG	% CHG
TOTAL	2.3	3.0	0.1	3.9	66.6	-1.5	54.8	1.7	$ 58.52	4.6	$ 87.13	3.8
REGION:												
Northeast	2.0	3.8	-3.7	7.6	68.8	-3.1	42.3	2.4	$ 82.24	7.4	$120.12	5.5
Southeast	3.8	3.7	3.7	5.1	71.4	0.4	88.2	-0.7	61.29	3.1	93.80	3.3
North Central	4.9	6.5	1.4	4.0	64.6	-	41.2	0.7	48.20	6.6	73.92	4.9
South Central	-2.6	-2.1	-4.5	0.6	59.3	-4.7	40.9	0.7	51.23	2.8	74.88	2.3
West	3.5	4.0	2.9	-0.9	71.1	-0.6	53.7	4.7	56.75	4.1	83.06	3.6
AFFILIATION:												
Chain	2.0	2.9	-0.4	2.7	66.9	-1.9	50.7	0.6	$ 57.64	4.9	$ 84.43	4.0
Independent	3.3	3.4	2.1	8.3	65.3	0.2	70.9	4.4	62.78	3.3	100.11	3.2
LOCATION:												
Center City	1.6	2.7	-1.5	3.7	63.4	-1.7	44.6	3.2	$ 71.11	5.4	$106.91	4.3
Suburban	2.2	3.2	-0.2	2.5	66.5	-1.9	44.5	2.3	51.80	5.0	76.19	4.0
Airport	3.9	4.8	1.2	6.4	70.0	-1.3	32.7	-4.1	54.16	5.1	79.21	4.1
Highway	1.4	1.8	0.3	1.1	67.5	-2.2	61.0	1.8	40.73	3.6	54.60	3.3
Resort	3.3	3.3	2.9	5.6	70.3	-0.3	106.5	0.9	73.09	2.9	119.35	3.0
SIZE:												
Under 150 Rooms	2.6	3.3	-0.2	3.4	67.8	-0.9	62.0	-0.3	$ 40.14	4.0	$ 52.41	3.3
150 - 299 Rooms	1.3	2.0	-0.6	1.5	66.5	-2.6	50.1	3.5	52.42	4.9	76.27	4.1
300 - 600 Rooms	2.8	3.4	1.4	3.6	64.3	-1.1	49.6	1.6	64.42	3.6	100.58	3.0
Over 600 Rooms	2.8	3.8	-0.2	6.0	68.3	-0.6	60.9	1.0	84.45	5.7	132.10	4.7
TYPE:												
Hotel	2.4	3.4	0.3	3.8	65.9	-1.1	50.9	1.8	$ 69.12	4.9	$110.07	4.0
Motor Hotel	1.8	2.4	-0.5	4.2	67.4	-2.7	57.7	1.8	47.30	4.4	63.67	3.8
Economy	3.3	3.5	-4.8	5.7	66.9	-0.7	72.3	1.3	30.10	4.0	31.33	3.8
All Suites	-0.3	-0.2	-3.4	10.7	71.4	-3.6	119.6	-4.2	70.38	2.0	79.30	1.8

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF AUGUST 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	AUG	% CHG	AUG	% CHG	AUG	% CHG	AUG	% CHG
TOTAL	3.6	4.5	1.2	5.8	65.3	-1.2	52.5	0.4	$ 58.16	5.5	$ 87.69	4.6
REGION:												
Northeast	4.7	6.6	-0.9	10.5	71.0	-1.7	41.9	2.4	$ 83.76	8.2	$124.02	6.3
Southeast	3.7	3.5	3.3	7.0	67.0	-1.0	82.6	-2.2	58.75	4.3	91.31	4.5
North Central	5.7	7.6	2.0	4.0	63.6	0.8	40.4	-0.2	47.16	6.6	73.11	4.7
South Central	-0.6	-	-2.4	2.3	58.2	-4.3	40.0	2.0	50.94	3.9	75.21	3.3
West	4.9	5.5	3.7	2.1	69.8	-	51.9	2.6	56.43	4.9	83.81	4.2
AFFILIATION:												
Chain	3.5	4.5	0.8	5.2	65.6	-1.6	48.7	-0.6	$ 57.63	5.8	$ 85.70	4.8
Independent	4.1	4.3	2.8	8.6	63.7	0.2	68.2	2.4	60.96	3.9	97.88	3.6
LOCATION:												
Center City	4.1	5.5	0.4	6.4	64.2	-0.5	43.9	2.6	$ 72.52	6.5	$109.85	5.0
Suburban	3.1	4.0	1.0	3.4	64.7	-1.8	42.6	0.7	51.02	5.5	76.62	4.6
Airport	5.6	6.8	2.5	8.0	68.8	-0.6	31.8	-3.6	53.27	5.9	78.97	4.7
Highway	1.8	2.2	0.3	2.0	65.1	-2.4	59.0	-0.2	39.97	4.3	54.03	3.8
Resort	3.1	2.9	2.5	7.2	65.7	-1.5	101.0	-0.3	69.28	3.4	115.54	3.6
SIZE:												
Under 150 Rooms	3.6	4.3	1.1	5.5	65.3	-0.6	59.0	-1.5	$ 39.47	4.6	$ 52.33	3.9
150 - 299 Rooms	2.6	3.3	0.6	2.9	64.8	-2.1	47.6	1.7	51.45	5.4	76.29	4.6
300 - 600 Rooms	3.8	4.6	1.9	6.7	63.3	-0.9	48.9	-0.6	64.09	4.6	101.53	3.8
Over 600 Rooms	4.5	5.9	1.1	7.5	68.7	-0.7	57.7	0.5	84.22	7.0	131.70	5.6
TYPE:												
Hotel	4.0	5.1	1.4	6.1	65.3	-0.5	48.9	0.6	$ 69.05	5.6	$111.10	4.5
Motor Hotel	2.8	3.4	0.5	4.8	65.1	-2.7	55.2	0.2	46.70	5.4	63.83	4.8
Economy	4.0	4.3	-6.2	4.8	65.0	-0.3	68.0	-0.7	29.93	4.2	31.34	3.9
All Suites	0.2	0.4	-3.4	7.2	70.2	-3.0	107.0	-0.7	69.09	2.3	78.01	2.1

- NO CHANGE

FOOD AND BEVERAGE REPORT - AUGUST 1985 COMPARED WITH AUGUST 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$27.20	$26.53	$ 8.52	$ 8.04	0.34	0.35	0.22	0.22	52.4	49.8	$ 6.12	$ 5.58	-3.3
REGION:													
Northeast	$28.93	$28.48	$10.54	$ 9.81	0.32	0.33	0.20	0.20	68.7	57.3	$ 10.41	$ 8.16	-8.2
Southeast	25.40	24.83	8.31	7.92	0.36	0.37	0.23	0.23	45.8	45.1	5.23	4.92	-2.2
North Central	26.75	25.52	8.12	7.42	0.33	0.35	0.22	0.22	45.2	45.9	4.93	4.57	-3.3
South Central	22.84	23.87	7.01	7.13	0.36	0.36	0.22	0.22	54.5	52.0	5.48	5.36	-7.4
West	32.01	30.13	8.86	8.21	0.33	0.34	0.22	0.21	48.4	48.5	5.50	5.39	2.3
AFFILIATION:													
Chain	$24.65	$24.26	$ 8.21	$ 7.77	0.34	0.35	0.21	0.21	53.9	50.4	$ 6.18	$ 5.55	-4.0
Independent	39.61	37.86	9.52	8.96	0.35	0.36	0.23	0.24	47.4	47.9	5.93	5.69	-0.9
LOCATION:													
Center City	$28.64	$28.33	$ 9.51	$ 8.95	0.33	0.34	0.21	0.21	62.7	57.5	$ 8.07	$ 7.06	-5.0
Suburban	23.68	23.58	7.75	7.52	0.35	0.36	0.22	0.22	48.8	48.3	5.43	5.21	-3.8
Airport	24.32	22.72	7.99	7.45	0.34	0.35	0.22	0.22	44.3	43.5	4.86	4.62	1.5
Highway	21.58	21.10	6.92	6.47	0.35	0.35	0.23	0.24	43.3	42.7	4.08	3.85	-2.8
Resort	37.85	35.84	8.86	8.27	0.35	0.36	0.22	0.21	44.3	42.3	4.87	4.47	-3.3
SIZE:													
Under 150 Rooms	$28.19	$28.06	$ 6.46	$ 6.21	0.37	0.39	0.25	0.26	41.5	40.6	$ 3.54	$ 3.39	-3.8
150 - 299 Rooms	22.78	22.17	7.59	7.23	0.35	0.36	0.22	0.22	47.1	45.8	5.02	4.71	-3.5
300 - 600 Rooms	29.24	27.80	9.08	8.51	0.33	0.34	0.22	0.22	50.9	52.0	6.36	6.20	0.1
Over 600 Rooms	31.38	31.40	10.11	9.46	0.33	0.34	0.20	0.19	64.5	54.7	8.65	7.00	-7.1
TYPE:													
Hotel	$31.37	$30.60	$ 9.19	$ 8.62	0.34	0.35	0.22	0.22	54.8	51.9	$ 6.85	$ 6.19	-3.5
Motor Hotel	18.99	18.55	6.65	6.44	0.35	0.36	0.22	0.22	43.7	42.3	4.05	3.82	-2.3
Economy	8.36	9.09	3.71	3.67	0.31	0.27	*	*	*	*	1.42	1.47	-8.7
All Suites	18.69	17.72	*	*	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF AUGUST 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT - PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$31 78	$31 21	$ 8 98	$ 8 59	0 33	0 34	0 21	0 22	47 3	46 7	$ 5 96	$ 5 65	-3 3
REGION													
Northeast	$35 27	$35 33	$10 95	$10 52	0 31	0 32	0 20	0 20	55 5	52 3	$ 8 81	$ 8 06	-6 7
Southeast	32 10	31 03	8 88	8 51	0 33	0 35	0 22	0 22	41 8	41 6	5 37	5 05	-1 1
North Central	31 45	31 10	8 22	7 77	0 34	0 35	0 22	0 22	44 0	43 9	4 88	4 65	-2 0
South Central	25 97	25 83	8 18	7 90	0 34	0 36	0 22	0 23	47 4	47 9	5 69	5 54	-7 8
West	35 25	34 23	9 03	8 59	0 34	0 34	0 21	0 22	48 8	48 4	5 63	5 36	-0 4
AFFILIATION													
Chain	$29 26	$28 73	$ 8 76	$ 8 40	0 33	0 34	0 21	0 21	47 8	47 0	$ 5 97	$ 5 64	-3 8
Independent	45 66	45 23	9 75	9 30	0 35	0 35	0 23	0 23	45 3	45 4	5 88	5 67	-1 3
LOCATION													
Center City	$34 43	$34 05	$10 10	$ 9 62	0 31	0 32	0 21	0 21	52 2	51 4	$ 7 56	$ 7 07	-5 9
Suburban	27 33	27 00	8 14	7 82	0 35	0 36	0 23	0 23	45 6	45 6	5 19	5 05	-2 0
Airport	26 83	26 41	8 14	7 74	0 34	0 35	0 22	0 22	44 0	43 6	4 92	4 74	-1 3
Highway	23 86	23 24	7 31	6 94	0 35	0 36	0 23	0 23	42 6	41 0	4 09	3 79	-3 1
Resort	45 25	43 66	9 41	9 05	0 34	0 35	0 21	0 21	41 8	40 8	5 15	4 78	-1 1
SIZE													
Under 150 Rooms	$30 33	$30 06	$ 6 95	$ 6 69	0 37	0 39	0 25	0 25	43 9	42 4	$ 4 08	$ 3 86	-2 4
150 - 299 Rooms	25 34	24 70	7 77	7 49	0 35	0 36	0 23	0 23	45 4	44 0	4 90	4 61	-2 7
300 - 600 Rooms	33 32	32 95	9 37	8 93	0 33	0 34	0 22	0 22	48 6	49 2	6 34	6 20	-0 9
Over 600 Rooms	40 69	40 02	11 25	10 61	0 31	0 31	0 19	0 19	48 6	47 8	7 93	7 23	-7 7
TYPE													
Hotel	$37 08	$36 46	$ 9 59	$ 9 15	0 33	0 34	0 21	0 22	48 1	47 7	$ 6 49	$ 6 15	-3 6
Motor Hotel	21 22	20 82	7 16	6 92	0 36	0 37	0 22	0 22	43 6	42 2	4 37	4 13	-2 0
Economy	8 24	8 26	3 70	3 65	0 34	0 35	0 23	0 23	30 0	29 9	1 52	1 57	-6 2
All Suites	19 32	19 12	*	*	0 39	0 42	0 22	0 24	65 5	63 5	*	*	*

* INSUFFICIENT RESPONSE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF AUGUST 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32.86	$32.15	$ 9.21	$ 8.79	0.33	0.34	0.21	0.22	46.2	45.7	$ 5.99	$ 5.69	-2.8
REGION:													
Northeast	$38.21	$37.89	$11.37	$10.91	0.30	0.31	0.20	0.20	51.5	49.1	$ 8.57	$ 7.96	-3.9
Southeast	32.18	30.81	9.12	8.73	0.33	0.34	0.22	0.22	42.2	42.0	5.56	5.21	-2.3
North Central	32.35	32.08	8.20	7.79	0.34	0.35	0.22	0.22	42.9	43.1	4.74	4.56	-1.3
South Central	26.74	26.47	8.33	8.04	0.34	0.35	0.22	0.23	46.5	47.1	5.75	5.61	-7.3
West	36.25	35.21	9.27	8.75	0.34	0.34	0.21	0.21	47.8	47.4	5.68	5.38	-0.1
AFFILIATION:													
Chain	$30.57	29.90	$ 9.03	$ 8.63	0.32	0.33	0.21	0.21	46.5	45.9	$ 6.03	$ 5.70	-3.2
Independent	46.55	45.88	9.89	9.43	0.35	0.35	0.23	0.23	44.4	44.5	5.83	5.62	-1.4
LOCATION:													
Center City	$36.14	$35.70	$10.47	$ 9.99	0.31	0.32	0.20	0.21	49.8	49.4	$ 7.51	$ 7.12	-4.4
Suburban	28.68	28.03	8.29	7.92	0.35	0.36	0.22	0.23	44.4	44.4	5.18	4.99	-1.5
Airport	27.20	26.76	8.27	7.84	0.34	0.35	0.22	0.22	44.1	43.8	5.06	4.86	-0.8
Highway	24.07	23.35	7.38	6.98	0.35	0.36	0.23	0.23	41.5	40.2	4.06	3.76	-3.8
Resort	46.03	44.16	9.59	9.20	0.34	0.35	0.21	0.22	41.7	40.5	5.28	4.86	-2.1
SIZE:													
Under 150 Rooms	$30.69	$30.30	$ 7.08	$ 6.78	0.37	0.39	0.25	0.25	42.4	41.5	$ 4.02	$ 3.84	-1.5
150 - 299 Rooms	26.27	25.52	7.93	7.58	0.35	0.36	0.23	0.23	44.3	43.3	4.92	4.63	-2.5
300 - 600 Rooms	34.77	34.24	9.65	9.18	0.33	0.34	0.22	0.22	47.7	47.9	6.42	6.21	-1.0
Over 600 Rooms	41.69	40.81	11.57	10.96	0.30	0.31	0.19	0.19	47.2	46.7	7.99	7.39	-6.2
TYPE:													
Hotel	$38.45	$37.78	$ 8.86	$ 9.39	0.32	0.33	0.21	0.21	46.9	46.6	$ 6.53	$ 6.20	-3.0
Motor Hotel	22.05	21.43	7.35	7.07	0.35	0.36	0.22	0.22	42.8	41.7	4.45	4.20	-1.8
Economy	8.41	8.48	3.58	3.54	0.34	0.35	*	*	*	*	1.65	1.64	-10.1
All Suites	19.98	19.90	*	*	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

B5050-4A

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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SEPTEMBER 1985 COMPARED WITH SEPTEMBER 1984

TOTAL SALES DROP; OCCUPANCY AND ROOM RATE TRENDS CONTINUE

The month of September was a poor month for all segments of the lodging industry. Repeating recurring patterns, the national occupancy rate reported at 62.4 percent, fell 5.9 percent compared with September 1984. Declines were evident in all regions of the country with substantial drops in the South Central, West and Southeastern areas. Resort properties seemed to have suffered the most followed by center city properties, as occupancies dropped 8.1 percent and 6.7 percent respectively. Even double occupancies declined this month, the first time a drop in this measure was reported since May. As repeatedly noted, while occupancy rates continue to fall, room sales per occupied room continue to rise. On a whole, the average room rate rose 2.8 percent compared with September of the previous year. These increases are evident in all regions with the exception of South Central properties which reported a drop of 1.0 percent in rates.

Food and Beverage operations were hit hard this month as the number of covers served declined 7.1 percent. This has been the sharpest drop reported so far this year. Consequently, food and beverage sales per occupied room increased from $31.79 in 1984 to $32.02 in 1985 due to increased prices intended for compensation purposes. Looking at the first nine months of the year on a whole, the amount of people utilizing restaurant facilities fell 3.7 percent compared with the same time period of last year. Additionally, the average receipt per cover and food an beverage sales per occupied room both increased.

Generally, September has been a poor month not only for the lodging industry, but for various other industries as well. Money is evidently being spent in areas other than leisure time vacations and dining out. At the present time, the amount of new hotel rooms has not only saturated the market but overwhelmed it. On a more optimistic note, we anticipate the market will gradually begin to rebound by mid 1986.

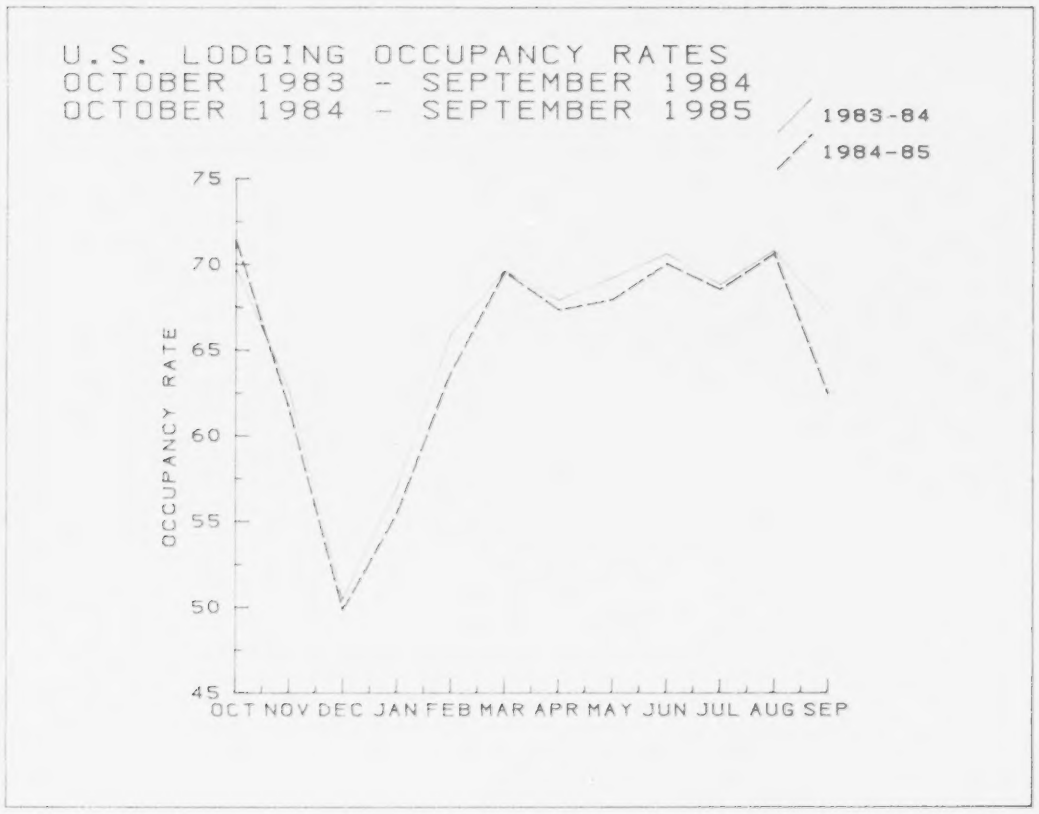
		Projections	Actual Last Year
November	1985	59-61%	61.5%
December	1985	48-50%	49.8%
January	1985	53-55%	55.4%

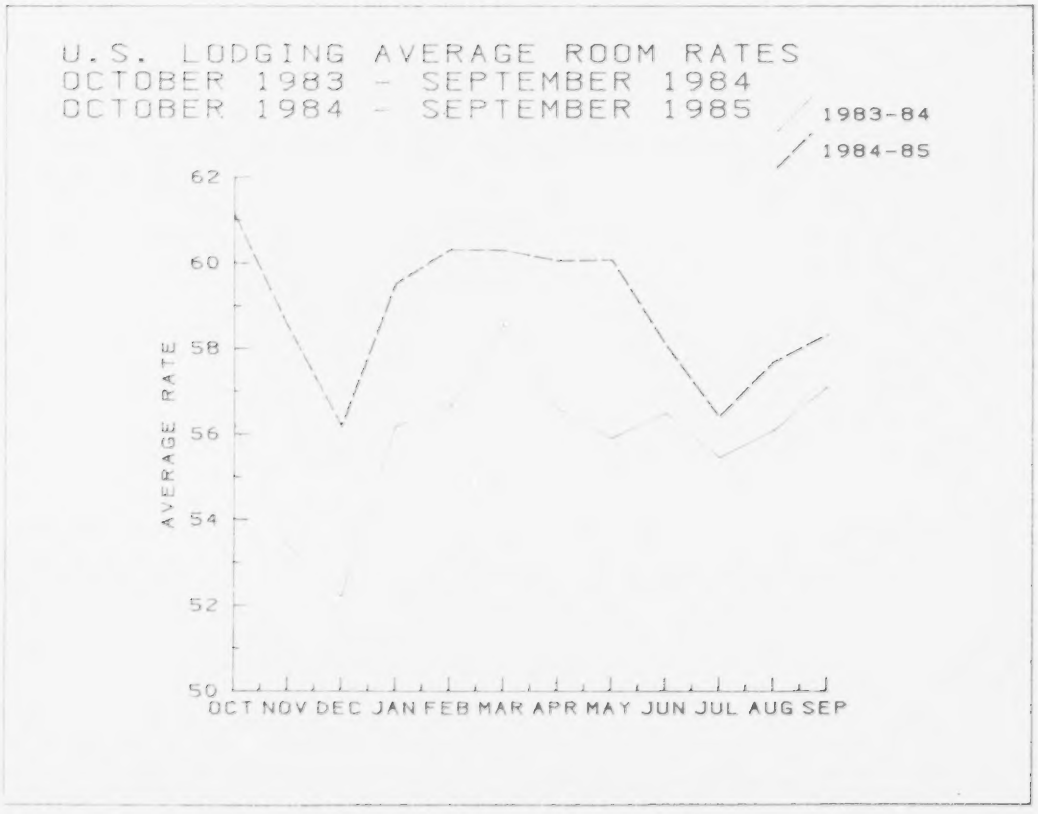
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	62.9%	-3.1%
AFFILIATION:		
Chain	63.7	-3.0
Independent	58.9	-7.5
AREA:		
Northeast	68.6	-1.6
Southeast	63.4	-1.9
North Central	62.8	-0.3
South Central	54.2	-2.5
West	64.7	-4.4
LOCATION:		
Center City	60.1	-7.1
Suburban	63.1	-1.6
Highway	63.4	-4.2
Airport	67.5	-0.3
Resort	63.6	-0.5
SIZE:		
Under 150 rooms	63.5	-4.5
150 to 299 rooms	63.6	-0.9
300 to 600 rooms	61.0	-4.2
Over 600 rooms	64.0	-3.8
TYPE:		
Hotel	62.5	-5.3
Motor Hotel	63.2	-3.2
Economy	62.1	-3.1

* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Jamie Mandell, Research Analyst
Research and Development


U.S. LODGING OCCUPANCY RATES
OCTOBER 1983 - SEPTEMBER 1984
OCTOBER 1984 - SEPTEMBER 1985
1983-84
1984-85
OCCUPANCY RATE
75
70
65
60
55
50
45
OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP


U.S. LODGING AVERAGE ROOM RATES
OCTOBER 1983 - SEPTEMBER 1984
OCTOBER 1984 - SEPTEMBER 1985
1983-84
1984-85
AVERAGE RATE
62
60
58
56
54
52
50
OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

TREND REPORT SEPTEMBER 1985 COMPARED WITH SEPTEMBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	-3.2	-2.7	-5.1	-	62.4	-5.9	44.6	-6.5	$ 58.33	2.8	$ 87.85	2.3
REGION:												
Northeast	-0.8	0.3	-4.8	4.0	75.2	-2.6	40.4	-18.1	$ 84.11	2.5	$124.12	1.4
Southeast	-3.3	-1.3	-5.9	-8.0	53.7	-5.1	69.1	-0.4	54.98	2.8	90.02	0.7
North Central	2.5	3.6	-0.4	3.0	67.4	-2.5	36.5	-2.9	48.31	5.9	71.71	4.7
South Central	-11.0	-12.4	-10.0	4.4	52.9	-11.4	33.5	-14.3	51.91	-1.0	77.46	0.6
West	-2.9	-2.5	-3.7	-3.3	68.6	-6.4	47.5	-1.5	58.31	3.1	86.47	2.7
AFFILIATION:												
Chain	-2.7	-2.2	-4.7	1.5	63.2	-5.4	42.2	-7.3	$ 57.66	2.8	$ 85.46	2.3
Independent	-5.7	-5.3	-6.3	-5.3	58.5	-8.6	54.7	-3.4	61.89	3.0	100.65	2.7
LOCATION:												
Center City	-4.7	-5.1	-4.7	-1.5	62.3	-6.7	39.2	-15.7	$ 72.26	2.5	$107.17	2.9
Suburban	-1.0	-0.1	-3.9	2.4	63.8	-4.9	37.7	1.3	52.71	5.2	79.26	4.2
Airport	-1.5	-0.1	-5.1	-0.4	67.2	-4.8	29.1	-3.0	54.92	3.2	80.63	1.7
Highway	0.4	0.9	-0.8	-1.4	62.1	-4.9	53.5	1.3	39.96	3.7	54.05	3.2
Resort	-6.6	-6.0	-9.1	1.2	55.4	-8.1	82.3	-2.4	66.90	2.0	121.74	1.4
SIZE:												
Under 150 Rooms	-2.8	-2.0	-5.6	-4.0	65.1	-4.7	55.8	-5.7	$ 39.93	2.1	$ 51.48	1.3
150 - 299 Rooms	-3.9	-3.6	-4.6	-4.6	61.6	-6.7	41.0	-2.4	51.87	3.0	77.67	2.6
300 - 600 Rooms	-3.2	-3.0	-3.8	-2.1	59.7	-7.7	38.2	-2.1	65.89	4.0	102.32	3.8
Over 600 Rooms	-2.8	-2.0	-6.5	6.0	64.7	-3.4	48.0	-13.4	80.11	1.6	127.12	0.7
TYPE:												
Hotel	-3.8	-3.2	-5.6	-0.7	62.6	-6.7	42.1	-4.3	$ 67.82	3.8	$108.72	3.2
Motor Hotel	-2.0	-1.7	-3.5	2.7	61.7	-4.8	46.5	-11.6	48.11	1.7	64.82	1.5
Economy	0.5	0.8	-8.3	-4.9	65.4	-3.3	65.9	0.5	30.06	3.6	31.54	3.2
All Suites	-2.4	-8.7	25.2	15.0	58.6	-6.8	39.5	-27.0	81.55	-1.8	106.99	5.0

- NO CHANGE

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry

YEAR TO DATE TREND REPORT - AS OF SEPTEMBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	1.7	2.4	-0.4	3.5	66.2	-1.9	53.7	0.9	$ 58.53	4.4	$ 87.26	3.7
REGION												
Northeast	1.7	3.4	-3.7	7.1	69.5	-2.9	42.2	-0.2	$ 82.36	6.8	$120.55	5.0
Southeast	3.3	3.4	3.0	3.9	69.7	-	86.7	-0.6	60.85	3.2	93.50	3.2
North Central	4.6	6.3	1.2	3.9	64.9	-0.3	40.7	0.7	48.21	6.5	73.65	4.9
South Central	-3.6	-3.3	-5.2	1.0	58.6	-5.5	40.2	-0.5	51.30	2.4	75.15	2.1
West	2.7	3.1	2.1	-1.0	70.8	-1.1	52.9	4.3	56.99	3.8	83.53	3.4
AFFILIATION												
Chain	1.5	2.4	-0.9	2.6	66.5	-2.3	49.8	-	$ 57.70	4.6	$ 84.59	3.8
Independent	2.4	2.5	1.3	6.7	64.6	-0.8	69.2	3.9	62.63	3.3	100.20	3.2
LOCATION												
Center City	0.9	1.8	-1.8	3.2	63.4	-2.2	44.0	0.9	$ 71.27	5.1	$106.88	4.1
Suburban	1.9	2.8	-0.5	2.5	66.2	-2.2	43.7	2.3	51.87	5.0	76.64	4.0
Airport	3.2	4.3	0.4	5.3	69.7	-1.7	32.4	-3.6	54.22	4.9	79.33	3.8
Highway	1.3	1.7	0.1	0.8	66.9	-2.5	60.2	1.7	40.68	3.6	54.55	3.3
Resort	2.4	2.5	1.6	5.1	68.8	-0.9	104.5	0.9	72.62	2.9	119.69	2.8
SIZE												
Under 150 Rooms	2.0	2.6	-0.6	2.8	67.5	-1.3	61.4	-0.6	$ 40.18	3.7	$ 52.55	3.0
150 - 299 Rooms	0.7	1.4	-1.0	0.9	66.0	-3.1	49.2	3.1	52.42	4.7	76.49	4.0
300 - 600 Rooms	2.2	2.7	0.9	2.9	63.9	-1.8	48.5	1.7	64.59	3.7	100.60	3.1
Over 600 Rooms	2.2	3.2	-0.9	6.0	67.9	-0.9	59.5	-0.5	83.98	5.3	131.59	4.2
TYPE												
Hotel	1.7	2.6	-0.4	3.3	65.6	-1.5	49.9	1.4	$ 68.95	4.8	$109.85	3.9
Motor Hotel	1.4	2.0	-0.7	4.1	66.8	-2.9	56.6	0.5	47.37	4.1	63.87	3.6
Economy	3.0	3.2	-5.2	4.0	66.7	-1.0	71.7	1.3	30.11	3.9	31.36	3.7
All Suites	0.9	-0.1	6.8	16.7	71.3	-3.3	108.2	-4.8	71.16	1.8	82.39	2.9

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF SEPTEMBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	2.7	3.4	0.4	5.1	64.9	-1.8	52.3	-	$ 58.42	5.1	$ 88.10	4.3
REGION												
Northeast	3.9	5.6	-1.2	9.5	70.6	-2.1	41.7	0.5	$ 84.00	7.6	$124.57	5.9
Southeast	3.1	3.0	2.5	6.2	66.9	-1.3	83.2	-1.8	59.19	4.1	92.02	4.2
North Central	5.2	7.0	1.9	3.5	63.3	-	40.0	-0.5	47.51	6.6	73.43	4.9
South Central	-2.3	-2.0	-3.8	2.3	57.6	-5.1	39.9	0.5	51.10	2.9	75.57	2.6
West	3.6	4.2	2.5	0.6	69.3	-0.9	51.5	3.0	56.67	4.3	84.14	3.7
AFFILIATION												
Chain	2.6	3.5	0.1	4.7	65.3	-2.1	48.7	-0.8	$ 57.84	5.4	$ 85.96	4.5
Independent	2.8	3.1	1.6	7.2	63.1	-0.8	67.4	2.7	61.46	3.7	98.93	3.4
LOCATION												
Center City	2.6	3.7	-0.4	5.4	63.6	-1.5	43.6	1.2	$ 72.61	5.9	$109.86	4.8
Suburban	2.6	3.5	0.6	3.2	64.5	-2.1	42.5	1.2	51.32	5.3	77.11	4.5
Airport	4.5	5.7	1.5	6.2	68.5	-1.0	31.9	-3.3	53.50	5.4	79.17	4.2
Highway	1.7	2.1	0.4	2.4	64.9	-2.6	59.1	0.2	40.17	4.1	54.41	3.8
Resort	2.1	2.1	1.1	6.8	65.5	-2.1	101.1	-	70.04	3.3	117.20	3.3
SIZE												
Under 150 Rooms	2.8	3.5	0.4	4.4	65.2	-1.1	59.1	-1.5	$ 39.69	4.2	$ 52.64	3.5
150 - 299 Rooms	1.8	2.4	0.1	2.4	64.4	-2.7	47.4	1.9	51.78	5.1	76.80	4.4
300 - 600 Rooms	2.9	3.5	1.3	5.4	62.9	-1.7	48.4	-0.2	64.44	4.3	101.70	3.7
Over 600 Rooms	3.2	4.5	-0.2	7.1	68.1	-1.4	57.6	-0.5	84.24	6.4	132.13	5.1
TYPE												
Hotel	2.8	3.8	0.4	5.2	64.9	-1.4	48.7	0.4	$ 69.17	5.4	$111.29	4.3
Motor Hotel	2.2	2.7	0.3	4.9	64.7	-3.0	55.1	-0.4	46.93	4.9	64.11	4.3
Economy	3.5	3.7	-6.8	4.6	64.8	-0.6	68.6	-0.3	29.96	4.1	31.33	3.8
All Suites	1.1	0.2	6.6	15.9	70.5	-2.9	104.4	-2.0	70.22	2.0	80.67	3.0

- NO CHANGE

FOOD AND BEVERAGE REPORT - SEPTEMBER 1985 COMPARED WITH SEPTEMBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32 02	$31 79	$ 9 44	$ 9 09	0 32	0 33	0 22	0 22	47 4	45 2	$ 6 23	$ 5 81	-7 1
REGION													
Northeast	$36 86	$38 03	$11 39	$10 88	0 31	0 31	0 20	0 20	48 3	47 8	$ 7 69	$ 7 48	-7 4
Southeast	32 36	33 18	9 63	9 38	0 34	0 34	0 22	0 21	47 0	44 0	6 66	6 24	-6 3
North Central	28 76	28 29	8 48	8 06	0 33	0 33	0 22	0 22	43 9	42 5	4 92	4 65	-3 7
South Central	27 73	26 83	8 35	8 43	0 34	0 34	0 22	0 23	50 1	46 3	6 27	5 69	-9 4
West	35 18	34 33	9 60	9 03	0 32	0 33	0 22	0 21	47 6	44 5	5 94	5 27	-8 6
AFFILIATION													
Chain	$29 64	$29 46	$ 9 17	$ 8 84	0 32	0 32	0 21	0 22	47 6	45 2	$ 6 16	$ 5 73	-6 5
Independent	46 54	45 54	10 51	10 08	0 34	0 34	0 23	0 22	46 7	45 1	6 52	6 15	-9 5
LOCATION													
Center City	$33 70	$32 65	$10 52	$ 9 94	0 31	0 31	0 21	0 22	50 4	49 3	$ 7 35	$ 6 93	-8 2
Suburban	27 80	27 50	8 31	8 15	0 34	0 34	0 22	0 22	47 5	43 4	5 55	5 01	-3 9
Airport	27 60	27 86	8 86	8 74	0 32	0 32	0 21	0 21	43 3	41 3	5 18	5 02	-5 0
Highway	24 21	23 91	7 51	6 87	0 35	0 35	0 23	0 23	44 9	40 8	4 59	4 03	-6 3
Resort	49 49	50 49	10 47	10 18	0 34	0 34	0 21	0 21	44 5	42 4	6 52	5 97	-11 7
SIZE													
Under 150 Rooms	$30 38	$30 58	$ 7 19	$ 6 87	0 37	0 37	0 25	0 24	42 4	40 3	$ 4 05	$ 3 71	-8 6
150 - 299 Rooms	25 82	25 33	7 88	7 74	0 34	0 34	0 23	0 23	45 6	44 8	4 95	4 89	-5 5
300 - 600 Rooms	34 41	33 14	10 29	9 85	0 32	0 33	0 21	0 22	50 1	46 9	7 08	6 50	-5 9
Over 600 Rooms	39 19	40 63	11 72	11 10	0 31	0 31	0 19	0 19	47 8	45 0	8 20	7 28	-10 5
TYPE													
Hotel	$36 91	$36 26	$10 15	$ 9 74	0 32	0 32	0 21	0 21	47 5	45 4	$ 6 69	$ 6 23	-8 1
Motor Hotel	21 12	21 47	7 28	7 05	0 35	0 35	0 23	0 22	46 6	43 0	4 [illegible]	4 36	-3 6
Economy	7 18	7 73	3 70	3 68	0 40	0 39	0 21	0 23	36 8	37 4	2 24	2 16	-11 4
All Suites	34 84	25 90	12 28	10 94	0 32	0 37	0 28	0 30	64 5	89 2	14 39	14 14	-24 0

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF SEPTEMBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&F SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$31.83	$31.28	$ 9.03	$ 8.65	0.33	0.34	0.21	0.22	47.2	46.5	$ 5.96	$ 5.67	-3.7
REGION:													
Northeast	$35.71	$35.84	$11.00	$10.56	0.31	0.32	0.20	0.20	53.9	51.8	$ 8.53	$ 8.00	-6.6
Southeast	32.00	31.04	8.95	8.59	0.33	0.34	0.22	0.22	42.3	41.8	5.49	5.16	-1.6
North Central	31.14	30.78	8.25	7.81	0.34	0.35	0.22	0.22	44.0	43.7	4.88	4.65	-2.2
South Central	26.17	25.95	8.20	7.96	0.34	0.35	0.22	0.23	47.7	47.7	5.76	5.56	-8.0
West	35.18	34.23	9.09	8.65	0.34	0.34	0.21	0.21	48.7	48.0	5.68	5.36	-1.5
AFFILIATION:													
Chain	$29.29	$28.79	$ 8.81	$ 8.45	0.33	0.34	0.21	0.21	47.5	46.8	$ 5.96	$ 5.65	-4.2
Independent	45.93	45.41	9.83	9.38	0.35	0.35	0.23	0.23	45.5	45.4	5.95	5.72	-2.1
LOCATION:													
Center City	$34.29	$33.83	$10.16	$ 9.67	0.31	0.32	0.21	0.21	51.6	51.2	$ 7.48	$ 7.06	-6.2
Suburban	27.59	27.22	8.18	7.88	0.35	0.36	0.23	0.23	45.8	45.3	5.23	5.04	-2.1
Airport	26.89	26.56	8.21	7.86	0.34	0.34	0.22	0.22	44.0	43.4	4.94	4.77	-1.7
Highway	23.89	23.30	7.33	6.93	0.35	0.36	0.23	0.23	42.9	41.0	4.14	3.81	-3.4
Resort	45.63	44.31	9.51	9.17	0.34	0.35	0.21	0.21	42.1	40.9	5.29	4.91	-2.2
SIZE:													
Under 150 Rooms	$30.79	$30.51	$ 7.04	$ 6.76	0.37	0.38	0.25	0.25	43.8	42.2	$ 4.09	$ 3.86	-2.9
150 - 299 Rooms	25.41	24.78	7.79	7.52	0.35	0.36	0.23	0.23	45.4	44.1	4.91	4.65	-3.0
300 - 600 Rooms	33.34	32.85	9.47	9.03	0.33	0.34	0.22	0.22	48.8	48.9	6.42	6.23	-1.5
Over 600 Rooms	40.49	40.08	11.30	10.66	0.31	0.31	0.19	0.19	48.0	47.5	7.84	7.23	-8.0
TYPE:													
Hotel	$37.03	36.43	$ 9.65	$ 9.21	0.33	0.34	0.21	0.22	47.9	47.4	$ 6.47	$ 6.15	-4.2
Motor Hotel	21.37	21.02	7.20	6.96	0.36	0.36	0.22	0.22	43.9	42.3	4.42	4.16	-2.1
Economy	8.11	8.20	3.70	3.65	0.35	0.35	0.23	0.23	31.1	31.0	1.60	1.64	-6.8
All Suites	21.18	19.19	10.88	10.18	0.36	0.41	0.26	0.27	62.1	80.4	11.76	11.79	-19.7

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF SEPTEMBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32.99	$32.31	$ 9.23	$ 8.82	0.33	0.34	0.21	0.22	46.2	45.7	$ 6.00	$ 5.70	-3.5
REGION													
Northeast	$38.56	$38.24	$11.32	$10.88	0.30	0.31	0.20	0.20	50.8	48.9	$ 8.41	$ 7.91	-4.4
Southeast	32.24	31.06	9.14	8.77	0.33	0.34	0.22	0.22	42.4	41.9	5.61	5.24	-3.0
North Central	32.30	31.91	8.26	7.84	0.34	0.35	0.22	0.22	43.2	43.2	4.80	4.61	-1.6
South Central	27.03	26.73	8.39	8.14	0.34	0.35	0.22	0.23	46.9	47.1	5.84	5.66	-7.7
West	36.18	35.24	9.27	8.77	0.34	0.34	0.21	0.21	48.1	47.3	5.73	5.38	-1.5
AFFILIATION													
Chain	$30.63	$29.97	$ 9.04	$ 8.65	0.32	0.33	0.21	0.21	46.5	45.8	$ 6.02	$ 5.70	-3.8
Independent	46.86	46.26	9.94	9.50	0.35	0.35	0.23	0.23	44.8	44.8	5.91	5.70	-2.4
LOCATION													
Center City	$36.15	$35.55	$10.47	$ 9.98	0.31	0.32	0.20	0.21	49.7	49.5	$ 7.47	$ 7.10	-5.2
Suburban	28.87	28.25	8.32	7.97	0.35	0.36	0.22	0.23	44.9	44.5	5.24	5.02	-1.7
Airport	27.33	26.97	8.32	7.92	0.34	0.34	0.22	0.22	44.0	43.5	5.05	4.85	-1.5
Highway	24.39	23.66	7.40	6.98	0.35	0.36	0.23	0.23	41.9	40.3	4.12	3.79	-3.8
Resort	46.20	44.67	9.65	9.29	0.34	0.35	0.21	0.22	41.9	40.6	5.37	4.94	-3.4
SIZE													
Under 150 Rooms	$31.32	$30.97	$ 7.14	$ 6.85	0.37	0.38	0.25	0.25	42.6	41.5	$ 4.06	$ 3.85	-2.1
150 - 299 Rooms	26.42	25.65	7.95	7.63	0.35	0.36	0.23	0.23	44.6	43.5	4.96	4.68	-2.8
300 - 600 Rooms	34.67	34.08	9.68	9.22	0.33	0.34	0.22	0.22	48.0	47.9	6.48	6.23	-1.7
Over 600 Rooms	41.81	41.10	11.54	10.94	0.30	0.31	0.19	0.19	46.8	46.4	7.88	7.31	-7.2
TYPE													
Hotel	$38.49	$37.79	$ 9.87	$ 9.42	0.32	0.33	0.21	0.22	46.9	46.5	$ 6.53	$ 6.20	-3.9
Motor Hotel	22.21	21.66	7.38	7.09	0.35	0.36	0.22	0.22	43.1	41.8	4.47	4.21	-1.9
Economy	8.17	8.25	3.61	3.58	0.35	0.35	*	*	*	*	1.70	1.68	-9.9
All Suites	21.10	19.19	*	*	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

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Philadelphia, PA 19103

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Laventhol & Horwath
Certified Public Accountants

65050-4

NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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OCTOBER 1985 COMPARED WITH OCTOBER 1984

OCCUPANCIES CONTINUE TO FALL; TOTAL SALES UP SLIGHTLY

The national occupancy rate for the month of October, reported at 67.3 percent, is a substantial 3.0 percent below October of last year. Of all the regions, only the North Central reported an increase in occupancy compared with October of a year ago. All the other regions experienced declines, with the South Central showing the largest decrease, -7.4 percent. Both chain and independent properties reported lower occupancies in October. The percentage of rooms occupied fell 3.4 percent for the chains and 1.1 percent for the independents.

The decline in occupancies did not help food and beverage operations in October. On a national basis the number of covers served declined 2.3 percent during October. Major declines in this measure were reported by properties in the Northeast, South Central, and West regions ranging from 2.2 percent to 7.5 percent. Small increases in the number of food covers served were reported in the Southeast and North Central regions. The number of covers served went up in the North Central region, as did the occupancy rate, while the number of covers served in the Southeast also increased slightly in spite of a small decline in occupancy.

All regions of the country, with the exception of South Central properties, continue to report increased rates, as room sales per occupied room rose 4.3 percent nationally in October. These increases should continue to moderate as the declining occupancies force operators to reconsider any major rise in rates.

Occupancies year-to-date through October have declined 2.1 percent, to 66.4 percent. The declines in occupancy have been broad based as all segments of the industry continue to experience difficulties. Our current thinking is that major additions to supply have contributed to occupancy declines. However, continued efficiencies in business travel have also kept the hotel market from expanding. Because of this we do not see any immediate relief in sight for occupancies.

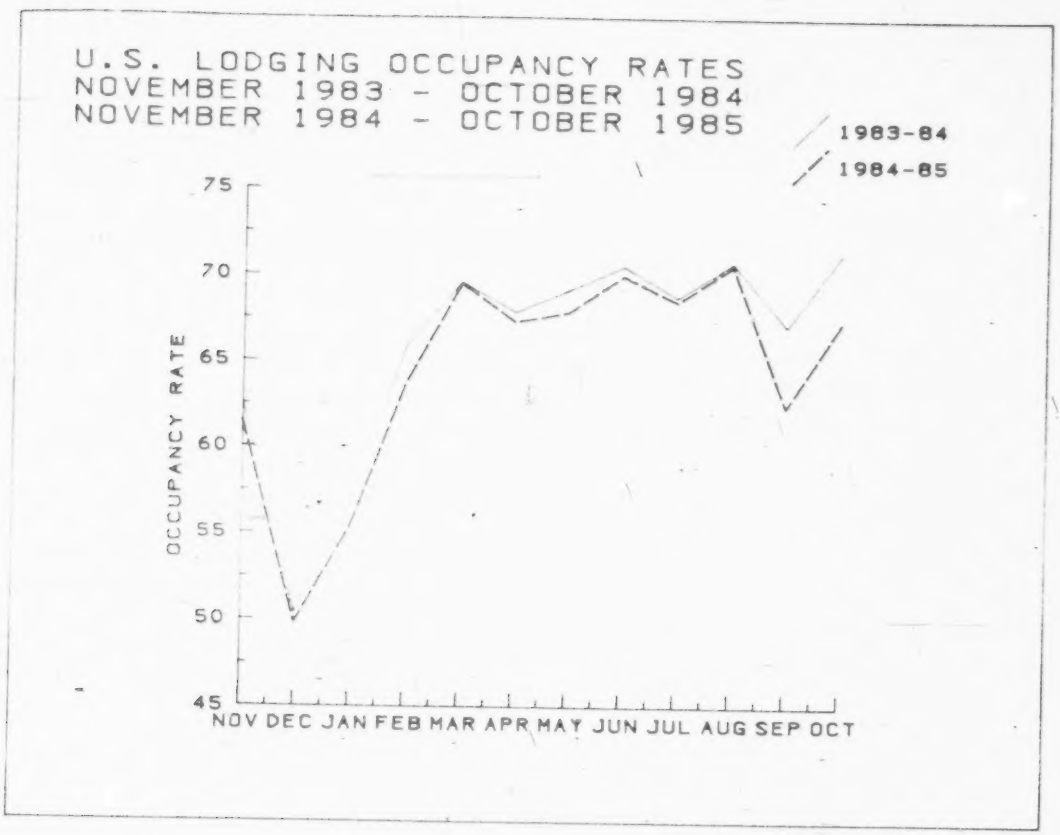
	Projections	Actual Last Year
December 1985	48-50%	49.8%
January 1986	53-55%	55.4%
February 1986	61-63%	63.7%

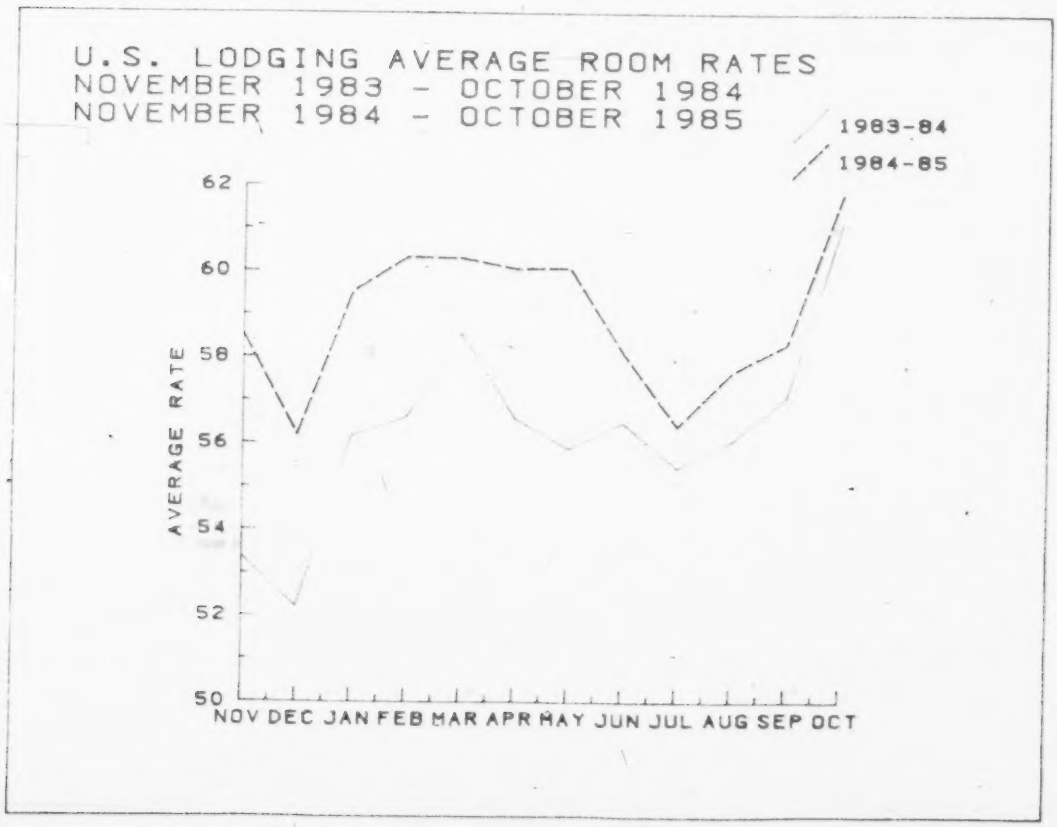
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.2%	0.4%
AFFILIATION:		
Chain	64.1	0.6
Independent	60.6	2.9
AREA:		
Northeast	68.3	-0.4
Southeast	62.3	-1.7
North Central	64.9	3.3
South Central	55.8	3.0
West	67.1	3.7
LOCATION:		
Center City	61.6	2.5
Suburban	63.8	1.1
Highway	62.4	-1.6
Airport	66.9	-0.9
Resort	63.8	0.3
SIZE:		
Under 150 rooms	62.2	-2.1
150 to 299 rooms	62.6	-1.6
300 to 600 rooms	63.0	3.3
Over 600 rooms	65.1	1.7
TYPE:		
Hotel	62.4	-0.2
Motor Hotel	63.1	-0.2
Economy	63.7	2.6

* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Jamie Mandell, Research Analyst
Research and Development


U.S. LODGING OCCUPANCY RATES
NOVEMBER 1983 - OCTOBER 1984
NOVEMBER 1984 - OCTOBER 1985
1983-84
1984-85
OCCUPANCY RATE
75
70
65
60
55
50
45
NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT


U.S. LODGING AVERAGE ROOM RATES
NOVEMBER 1983 - OCTOBER 1984
NOVEMBER 1984 - OCTOBER 1985
1983-84
1984-85
AVERAGE RATE
62
60
58
56
54
52
50
NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

TREND REPORT OCTOBER 1985 COMPARED WITH OCTOBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	1.2	1.3	0.1	6.0	67.3	-3.0	44.5	0.9	$ 61.80	4.3	$ 94.28	4.2
REGION:												
Northeast	1.8	2.5	-1.6	11.0	80.9	-4.1	40.1	-2.7	$ 92.63	7.0	$137.65	6.3
Southeast	4.0	5.5	1.2	3.7	62.2	-1.4	65.3	2.7	59.80	5.7	96.13	4.3
North Central	8.7	9.7	5.4	14.9	70.6	2.2	36.5	1.7	49.97	7.1	77.54	6.2
South Central	-7.3	-8.4	-5.1	-3.7	59.7	-7.4	36.6	-4.7	54.87	-1.0	82.45	0.2
West	1.6	1.1	2.5	4.7	69.8	-2.6	44.0	5.0	57.56	4.8	86.72	5.4
AFFILIATION:												
Chain	0.9	1.0	-0.3	5.7	68.3	-3.4	41.7	0.7	$ 61.58	4.4	$ 92.69	4.3
Independent	2.7	2.8	1.6	7.1	63.1	-1.1	55.8	0.7	62.88	3.9	101.98	3.8
LOCATION:												
Center City	1.4	1.6	-0.4	7.9	70.6	-2.5	40.5	-1.9	$ 78.82	4.9	$118.62	4.7
Suburban	0.2	1.1	-1.7	0.4	67.6	-3.0	35.0	3.2	53.26	4.2	82.18	3.3
Airport	-0.4	-1.4	1.5	4.6	68.5	-4.5	29.7	-1.7	54.65	2.6	82.12	3.8
Highway	-0.3	-0.5	0.6	-2.6	63.5	-3.9	50.4	5.0	40.22	2.7	53.68	2.9
Resort	4.3	4.9	2.1	11.7	62.7	-1.4	86.8	-0.1	70.08	5.2	126.32	4.5
SIZE:												
Under 150 Rooms	0.3	0.4	-0.6	3.8	64.3	-3.0	51.0	-0.2	$ 39.17	3.0	$ 49.82	2.8
150 - 299 Rooms	-0.6	-0.8	-1.0	3.6	64.9	-4.1	42.3	7.4	52.64	3.7	80.44	3.9
300 - 600 Rooms	3.0	3.0	2.1	8.0	67.8	-2.3	40.6	2.3	68.65	4.4	110.03	4.4
Over 600 Rooms	1.3	1.9	-0.9	6.3	74.3	-2.2	48.0	-4.6	88.68	5.1	138.06	4.6
TYPE:												
Hotel	2.0	2.4	0.5	5.7	69.4	-2.0	42.3	1.0	$ 73.07	4.8	$118.55	4.3
Motor Hotel	-0.9	-1.3	-1.2	9.0	64.7	-4.6	46.1	-0.2	48.22	3.0	65.08	3.4
Economy	0.5	0.8	-7.0	-3.6	64.0	-2.7	58.8	0.7	29.49	3.2	30.53	3.0
All Suites	-7.8	-6.9	-14.3	-11.6	65.7	-7.9	61.9	20.4	66.25	-1.6	76.15	-2.6

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry

YEAR TO DATE TREND REPORT - AS OF OCTOBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	1.6	2.2	-0.4	3.8	66.4	-2.1	52.2	1.4	$ 59.06	4.4	$ 88.37	3.8
REGION												
Northeast	1.7	3.3	-3.2	7.4	70.7	-3.4	41.9	1.5	$ 83.39	7.2	$122.64	5.6
Southeast	3.4	3.6	2.9	3.9	68.9	-0.1	84.6	-0.4	60.76	3.5	93.73	3.3
North Central	4.9	6.6	1.3	5.0	65.4	-0.2	40.3	0.5	48.35	6.6	73.90	4.9
South Central	-4.1	-3.9	-5.2	0.4	58.7	-5.6	39.8	-1.0	51.69	1.9	75.94	1.8
West	2.3	2.6	1.9	1.0	70.6	-1.3	50.3	4.6	57.93	3.7	85.67	3.4
AFFILIATION												
Chain	1.4	2.1	-0.8	3.0	66.8	-2.3	48.6	0.4	$ 58.32	4.6	$ 85.87	3.9
Independent	2.4	2.6	1.3	6.8	64.6	-0.8	66.7	3.7	62.88	3.3	100.76	3.1
LOCATION												
Center City	0.8	1.6	-1.7	3.8	64.2	-2.4	43.6	1.6	$ 72.24	5.1	$108.68	4.3
Suburban	1.7	2.7	-0.6	2.4	66.4	-2.4	42.3	2.4	52.35	4.9	77.74	4.0
Airport	2.8	3.7	0.5	5.2	69.7	-1.8	32.1	-3.0	54.38	4.5	79.80	3.7
Highway	1.3	1.6	0.4	0.4	66.7	-2.6	58.3	2.3	41.12	3.7	55.51	3.3
Resort	2.6	2.7	1.6	5.7	68.2	-1.0	102.8	0.7	72.37	3.1	119.96	3.0
SIZE												
Under 150 Rooms	1.8	2.5	-0.8	3.3	67.2	-1.5	60.3	-0.2	$ 40.42	3.6	$ 52.65	2.9
150 - 299 Rooms	0.6	1.1	-0.9	1.1	65.9	-3.2	48.3	3.6	52.66	4.5	77.12	4.0
300 - 600 Rooms	2.3	2.8	1.0	4.0	64.5	-1.8	46.8	1.5	65.27	3.8	102.36	3.3
Over 600 Rooms	1.9	2.8	-1.0	5.8	68.6	-1.2	57.6	0.2	84.17	5.4	132.14	4.5
TYPE												
Hotel	1.7	2.6	-0.3	3.7	66.1	-1.6	48.5	1.5	$ 69.34	4.8	$110.72	3.9
Motor Hotel	1.2	1.7	-0.7	4.6	66.6	-3.2	55.7	1.6	47.48	4.1	63.99	3.7
Economy	2.5	2.8	-7.6	1.3	66.4	-1.3	70.2	1.3	30.14	3.9	31.64	3.6
All Suites	-1.4	-1.7	-1.1	7.3	69.7	-4.4	92.0	-1.2	73.36	1.1	84.27	1.4

TWELVE MONTH TREND REPORT - AS OF OCTOBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	2.2	2.8	0.4	4.1	64.7	-2.1	51.8	0.8	$ 58.75	4.8	$ 88.75	4.1
REGION												
Northeast	3.1	4.6	-1.4	7.8	70.1	-2.8	41.6	1.7	$ 84.00	7.5	$124.85	6.0
Southeast	3.2	3.4	2.6	4.0	66.7	-0.9	82.8	-1.4	59.68	4.0	92.76	3.8
North Central	5.4	7.0	2.1	4.6	63.4	0.2	40.1	-	47.83	6.7	73.87	5.1
South Central	-3.5	-3.5	-4.1	1.2	57.2	-5.6	39.7	-0.3	51.30	2.2	76.12	2.2
West	2.9	3.2	2.4	1.3	69.2	-1.0	49.9	4.0	57.51	4.0	85.84	3.7
AFFILIATION												
Chain	2.0	2.7	-	3.3	65.1	-2.4	48.2	-	$ 58.13	5.0	$ 86.30	4.3
Independent	2.7	2.9	1.6	7.1	63.0	-0.8	66.2	3.0	62.10	3.4	100.24	3.3
LOCATION												
Center City	1.8	2.6	-0.5	4.3	63.3	-2.0	43.4	1.6	$ 72.57	5.5	$110.12	4.6
Suburban	2.2	3.0	0.2	2.7	64.5	-2.4	41.9	1.7	51.92	5.1	78.09	4.3
Airport	3.6	4.5	1.3	5.9	68.1	-1.7	32.1	-2.1	53.82	5.0	79.76	4.1
Highway	1.5	1.7	0.8	1.4	64.6	-2.7	58.0	1.2	40.69	3.9	55.34	3.7
Resort	2.4	2.5	1.6	5.1	65.7	-1.6	101.5	-0.1	70.93	3.4	118.68	3.2
SIZE												
Under 150 Rooms	2.2	2.8	-	3.8	65.0	-1.4	59.0	-1.2	$ 40.02	3.8	$ 52.63	3.2
150 - 299 Rooms	1.1	1.6	-0.1	1.9	64.0	-3.2	47.6	3.0	52.18	4.8	77.39	4.3
300 - 600 Rooms	2.7	3.3	1.4	4.1	63.0	-1.9	47.2	1.1	64.92	4.1	102.79	3.5
Over 600 Rooms	2.7	3.6	-	5.9	67.8	-1.5	56.8	-0.4	83.98	6.0	132.49	5.0
TYPE												
Hotel	2.4	3.2	0.4	4.0	64.8	-1.5	48.1	0.8	$ 69.24	5.1	$111.63	4.2
Motor Hotel	1.7	2.0	0.2	4.8	64.5	-3.3	55.0	0.9	47.14	4.5	64.20	4.2
Economy	2.8	3.1	-7.9	1.9	64.3	-1.2	68.8	0.6	30.03	4.0	31.60	3.6
All Suites	-1.2	-1.5	-1.0	7.5	69.0	-4.3	92.5	0.3	72.67	1.2	83.15	1.5

- NO CHANGE

FOOD AND BEVERAGE REPORT - OCTOBER 1985 COMPARED WITH OCTOBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$35.04	$34.01	$ 9.70	$ 9.31	0.32	0.32	0.21	0.21	43.6	43.1	$ 5.77	$ 5.57	-2.3
REGION													
Northeast	$42.79	$41.76	$12.35	$11.87	0.30	0.30	0.20	0.20	46.9	45.7	$ 8.09	$ 7.46	-7.5
Southeast	35.06	34.80	10.02	9.66	0.32	0.33	0.22	0.22	40.8	39.5	5.74	5.58	1.8
North Central	32.41	31.35	8.47	7.92	0.32	0.33	0.21	0.22	40.4	41.8	4.50	4.44	1.5
South Central	29.41	28.66	8.72	8.56	0.32	0.33	0.22	0.22	45.0	44.3	5.77	5.59	-5.6
West	37.05	34.99	9.33	8.82	0.32	0.33	0.21	0.21	43.8	43.5	5.03	4.85	-2.2
AFFILIATION													
Chain	$33.12	$32.01	$ 9.41	$ 9.01	0.31	0.32	0.21	0.21	44.4	43.7	$ 5.79	$ 5.56	-2.4
Independent	45.32	45.21	10.83	10.46	0.33	0.34	0.22	0.23	40.3	40.7	5.69	5.61	-1.8
LOCATION													
Center City	$37.32	$36.26	$11.01	$10.51	0.30	0.30	0.20	0.20	44.1	44.0	$ 6.79	$ 6.52	-2.9
Suburban	30.10	29.60	8.55	8.42	0.33	0.33	0.22	0.23	43.8	43.8	5.28	5.20	-3.0
Airport	29.67	28.02	8.25	7.76	0.32	0.33	0.22	0.22	42.8	41.6	4.75	4.48	-1.6
Highway	23.46	22.79	7.52	7.09	0.34	0.34	0.23	0.23	43.4	41.5	4.33	4.17	-0.7
Resort	55.22	54.15	10.92	10.51	0.34	0.34	0.21	0.21	42.6	41.8	5.48	5.25	-0.8
SIZE													
Under 150 Rooms	$30.52	$30.03	$ 7.32	$ 7.13	0.37	0.37	0.24	0.25	38.0	38.4	$ 3.78	$ 3.73	-3.4
150 - 299 Rooms	28.14	27.22	8.43	8.11	0.33	0.34	0.23	0.23	42.7	41.7	4.97	4.76	-2.8
300 - 600 Rooms	36.73	35.44	10.06	9.53	0.31	0.33	0.21	0.21	46.3	46.0	6.24	5.98	-1.6
Over 600 Rooms	43.63	42.73	12.05	11.70	0.30	0.30	0.19	0.19	42.6	42.3	7.12	6.95	-2.0
TYPE													
Hotel	$40.40	$39.21	$10.33	$ 9.87	0.31	0.32	0.21	0.21	43.7	43.4	$ 6.14	$ 5.94	-2.3
Motor Hotel	21.87	21.36	7.51	7.30	0.34	0.34	0.22	0.22	43.1	41.6	4.53	4.31	-1.6
Economy	8.11	8.53	4.17	4.12	0.35	0.35	0.20	0.25	25.8	19.6	1.82	1.40	-11.4
All Suites	17.28	17.58	7.26	10.00	0.36	0.36	0.19	0.22	54.0	61.5	4.84	7.91	-7.5

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF OCTOBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32.27	$31.65	$ 9.14	$ 8.76	0.33	0.34	0.21	0.22	46.8	46.2	$ 5.97	$ 5.68	-3.6
REGION													
Northeast	$36.77	$36.52	$11.15	$10.69	0.31	0.32	0.20	0.20	52.8	50.7	$ 8.44	$ 7.85	-6.7
Southeast	32.27	31.37	9.06	8.70	0.33	0.34	0.22	0.22	42.1	41.6	5.51	5.21	-1.2
North Central	31.15	30.81	8.24	7.81	0.34	0.35	0.22	0.22	43.7	43.5	4.83	4.62	-2.0
South Central	26.53	26.26	8.26	8.03	0.34	0.35	0.22	0.23	47.4	47.2	5.76	5.56	-7.8
West	35.42	34.34	9.26	8.83	0.33	0.34	0.21	0.21	48.3	47.6	5.79	5.50	-1.7
AFFILIATION													
Chain	$29.87	$29.28	$ 8.93	$ 8.57	0.33	0.34	0.21	0.21	47.3	46.4	$ 5.98	$ 5.68	-4.0
Independent	45.57	45.11	9.91	9.49	0.35	0.35	0.23	0.23	44.9	44.8	5.92	5.70	-2.1
LOCATION													
Center City	$34.89	$34.29	$10.33	$ 9.84	0.31	0.32	0.21	0.21	50.9	50.3	$ 7.46	$ 7.03	-6.0
Suburban	27.97	27.58	8.22	7.94	0.35	0.36	0.22	0.23	45.7	45.2	5.25	5.05	-2.2
Airport	27.19	26.73	8.25	7.89	0.34	0.34	0.22	0.22	43.8	43.3	4.93	4.77	-1.7
Highway	24.33	23.66	7.48	7.07	0.35	0.36	0.23	0.23	42.5	40.7	4.25	3.94	-2.9
Resort	46.51	45.19	9.64	9.29	0.34	0.35	0.21	0.21	42.1	41.0	5.30	4.94	-2.1
SIZE													
Under 150 Rooms	$30.87	$30.61	$ 7.09	$ 6.84	0.37	0.38	0.25	0.25	43.4	41.9	$ 4.09	$ 3.88	-3.0
150 - 299 Rooms	25.65	24.96	7.84	7.56	0.35	0.36	0.23	0.23	45.1	43.7	4.92	4.63	-3.0
300 - 600 Rooms	33.94	33.40	9.59	9.15	0.33	0.34	0.22	0.22	48.6	48.6	6.45	6.24	-1.6
Over 600 Rooms	40.90	40.29	11.43	10.82	0.30	0.31	0.19	0.19	47.4	46.9	7.75	7.21	-7.4
TYPE													
Hotel	$37.34	$36.64	$ 9.76	$ 9.33	0.32	0.33	0.21	0.22	47.4	46.9	$ 6.46	$ 6.14	-4.0
Motor Hotel	21.50	21.08	7.21	6.97	0.35	0.36	0.22	0.22	43.8	42.1	4.41	4.15	-2.1
Economy	8.97	9.20	4.02	3.94	0.35	0.35	0.21	0.22	35.7	35.0	2.04	2.09	-7.7
All Suites	21.15	20.27	10.50	10.97	0.35	0.38	0.24	0.26	64.7	71.4	10.82	10.71	-12.6

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF OCTOBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$33.23	$32.44	$ 9.28	$ 8.88	0.33	0.34	0.21	0.22	46.5	45.9	$ 6.04	$ 5.74	-3.4
REGION													
Northeast	$38.80	$38.19	$11.38	$10.91	0.31	0.31	0.20	0.20	51.7	49.8	$ 8.48	$ 7.90	-5.2
Southeast	32.47	31.41	9.18	8.78	0.33	0.34	0.22	0.22	42.2	41.6	5.39	5.24	-2.2
North Central	32.20	31.74	8.28	7.84	0.34	0.35	0.22	0.22	43.3	43.4	4.82	4.63	-1.6
South Central	27.43	26.99	8.42	8.20	0.34	0.35	0.22	0.23	46.9	47.1	5.87	5.70	-7.6
West	36.23	35.10	9.37	8.90	0.33	0.34	0.21	0.21	48.0	47.4	5.83	5.54	-1.4
AFFILIATION													
Chain	$30.88	$30.11	$ 9.09	$ 8.70	0.32	0.33	0.21	0.21	46.9	46.1	$ 6.06	$ 5.74	-3.7
Independent	46.73	46.13	10.00	9.57	0.35	0.35	0.23	0.23	44.6	44.7	5.94	5.74	-1.9
LOCATION													
Center City	$36.30	$35.51	$10.52	$10.03	0.31	0.32	0.21	0.21	50.0	49.8	$ 7.51	$ 7.11	-5.3
Suburban	29.06	28.48	8.34	8.02	0.35	0.36	0.22	0.23	45.3	44.8	5.30	5.08	-1.9
Airport	27.70	27.17	8.35	7.98	0.34	0.34	0.22	0.22	44.0	43.5	5.03	4.87	-1.2
Highway	24.83	23.98	7.55	7.11	0.35	0.36	0.23	0.23	42.0	40.4	4.26	3.95	-3.0
Resort	46.90	45.41	9.73	9.34	0.34	0.35	0.21	0.21	42.2	40.9	5.37	4.96	-2.9
SIZE													
Under 150 Rooms	$31.58	$31.22	$ 7.17	$ 6.90	0.37	0.38	0.23	0.25	42.8	41.6	$ 4.09	$ 3.90	-2.5
150 - 299 Rooms	26.50	25.65	7.95	7.63	0.35	0.36	0.23	0.23	44.8	43.6	4.98	4.69	-3.0
300 - 600 Rooms	34.87	34.25	9.74	9.29	0.33	0.34	0.22	0.22	48.2	48.2	6.52	6.30	-1.3
Over 600 Rooms	42.08	41.14	11.60	10.99	0.30	0.31	0.19	0.19	47.0	46.7	7.83	7.30	-7.0
TYPE													
Hotel	$38.53	$37.69	$ 9.91	$ 9.45	0.32	0.33	0.21	0.22	47.1	46.7	$ 6.54	$ 6.21	-3.8
Motor Hotel	22.25	21.64	7.34	7.09	0.35	0.36	0.22	0.22	43.4	42.1	4.48	4.23	-1.5
Economy	9.38	9.49	3.94	3.86	0.35	0.35	*	*	*	*	2.01	2.03	-9.2
All Suites	21.19	20.32	*	*	0.36	0.39	0.24	0.26	64.4	70.8	*	*	*

* INSUFFICIENT RESPONSE

B5050-4

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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NOVEMBER 1985 COMPARED WITH NOVEMBER 1984

OCCUPANCIES DECLINE; FOOD AND BEVERAGE COVERS INCREASE

November's occupancy rate, reported at 59.0 percent, remains 2.2 percent below November of the previous year. Declines were evident in all regions of the country dropping as much as 3.8 percent. The only exception was the South Central region, whose occupancy rose 0.6 percent in comparison with last year. Taking a close look at the properties by location, center city establishments were the only ones to report an increase in their level of occupancy, with a modest change of 1.6 percent—while occupancies in suburban properties dropped a substantial 6.2 percent. Those properties with fewer than 600 rooms did not partake in these rising occupancies, but those with more than 600 rooms in size experienced occupancies 0.3 percent above last year.

After failing to do so for 10 consecutive months, Food and Beverage department covers rose 1.6 percent in November. With the exception of the Northeast, this recovery was felt in each of the other regions. Average receipt per cover rose to $9.84 from the $9.44 reported in 1984. Surprisingly, with these two factors showing relatively strong increases, food and beverage sales per occupied room rose only slightly from $35.12 to $35.18.

Through November, the year-to-date national occupancy is reported at 65.7 percent, trailing 1984 levels by 2.2 percent. Occupancy declines are being experienced by every category that L&H tracks. Contrarily, room sales per occupied room have risen nationally 4.4 percent so far this year to $59.07 with increases in each category. In the food and beverage department, average receipt per cover is up 4.5 percent to $9.28 for the year-to-date. If the November results of increasing covers can continue, the simultaneous increase in receipts per cover could result in strong increases in food and beverage sales in the coming months.

Year to date as of November, the national occupancy rate which was reported at 65.7 percent, dropped 2.2 percent compared with the same time period of the previous year. This decreasing occupancy rate was experienced by all regions of the country as well as each of the distinguished locations. Additionally, in this same time frame, the number of covers served declined 3.2 percent, which was also reported by all regions as well as each location.

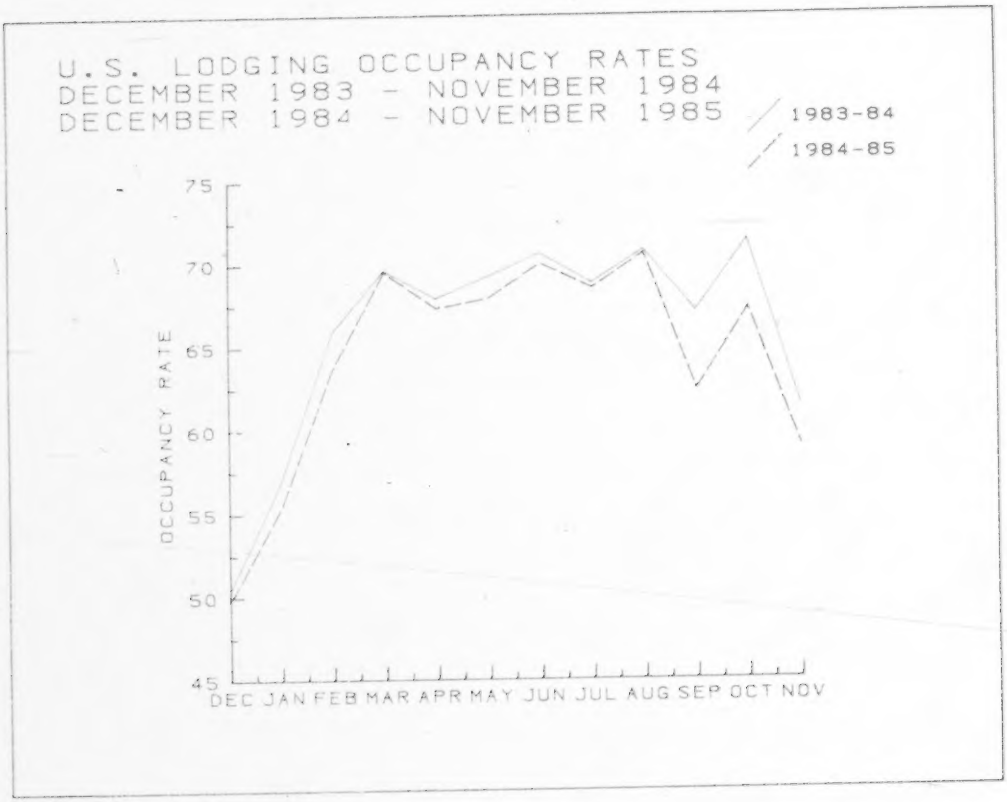
	Projections	Actual Last Year
January 1986	53-55%	55.4%
February 1986	61-63%	63.7%
March 1986	68-70%	69.5%

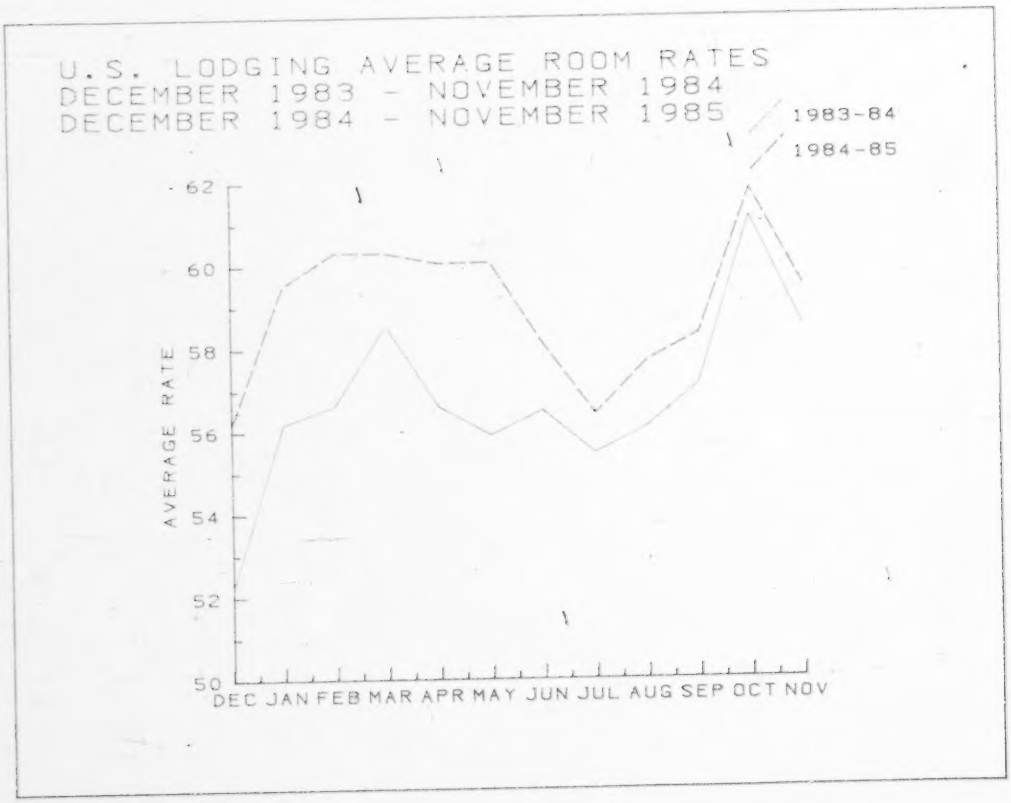
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	62.6%	-1.0%
AFFILIATION:		
Chain	63.7	-0.6
Independent	62.2	2.6
AREA:		
Northeast	70.4	3.1
Southeast	61.8	-0.8
North Central	61.1	-5.9
South Central	56.6	1.4
West	66.8	-0.5
LOCATION:		
Center City	61.8	0.3
Suburban	60.7	-4.9
Highway	63.7	2.1
Airport	67.0	0.2
Resort	64.3	0.9
SIZE:		
Under 150 rooms	63.9	2.7
150 to 299 rooms	60.5	-3.4
300 to 600 rooms	61.1	3.0
Over 600 rooms	65.1	—
TYPE:		
Hotel	61.0	-2.2
Motor Hotel	64.4	2.1
Economy	64.0	0.5

* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Jamie Mandell, Research Analyst
Research and Development


U.S. LODGING OCCUPANCY RATES
DECEMBER 1983 - NOVEMBER 1984
DECEMBER 1984 - NOVEMBER 1985
1983-84
1984-85
OCCUPANCY RATE
75
70
65
60
55
50
45
DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV


U.S. LODGING AVERAGE ROOM RATES
DECEMBER 1983 - NOVEMBER 1984
DECEMBER 1984 - NOVEMBER 1985
1983-84
1984-85
AVERAGE RATE
62
60
58
56
54
52
50
DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

TREND REPORT NOVEMBER 1985 COMPARED WITH NOVEMBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	5.7	6.9	3.6	3.9	59.0	-2.2	46.3	1.3	$ 59.48	4.4	$ 91.74	3.3
REGION:												
Northeast	2.9	4.1	-0.2	3.0	72.2	-2.8	41.5	-2.4	$ 85.26	5.4	$126.68	4.2
Southeast	1.9	1.6	2.0	4.4	57.8	-3.0	68.6	2.4	56.90	1.1	90.51	1.4
North Central	12.0	16.0	5.4	7.3	55.5	-3.8	35.8	1.4	49.23	10.8	77.65	7.0
South Central	6.7	8.5	3.6	0.3	53.9	0.6	37.2	0.5	52.86	3.3	78.26	1.5
West	7.5	7.8	7.2	5.2	61.2	-1.3	43.9	3.5	57.89	5.5	92.25	5.2
AFFILIATION:												
Chain	6.9	8.2	4.4	5.0	59.7	-2.1	43.5	2.4	$ 59.21	4.8	$ 90.03	3.6
Independent	0.8	0.9	0.9	-0.2	56.0	-2.4	56.8	-0.9	60.91	2.9	100.34	2.8
LOCATION:												
Center City	8.8	10.3	6.2	5.4	62.2	1.6	40.7	-1.5	$ 74.88	5.5	$115.01	4.0
Suburban	3.6	5.5	0.2	0.6	56.4	-6.2	34.8	-3.6	50.62	3.6	78.55	1.7
Airport	9.4	12.2	3.2	14.5	62.4	-0.5	27.6	3.8	55.90	7.3	84.46	4.6
Highway	2.2	2.7	1.8	-4.2	56.4	-3.4	57.2	11.7	40.83	2.7	57.73	2.2
Resort	-0.4	-2.3	2.5	2.4	56.3	-4.7	90.5	2.5	64.89	-0.4	111.58	1.6
SIZE:												
Under 150 Rooms	0.7	1.2	-0.6	-1.9	57.5	-2.5	54.4	3.0	$ 39.18	2.9	$ 52.68	2.4
150 - 299 Rooms	6.1	8.1	2.0	4.7	55.9	-4.3	43.7	0.9	51.27	5.0	78.89	3.0
300 - 600 Rooms	6.1	8.1	2.9	4.0	58.2	-1.0	40.9	4.6	63.70	3.4	103.92	1.5
Over 600 Rooms	6.8	6.9	7.2	4.3	67.1	0.3	50.8	-1.9	82.30	4.8	126.29	4.7
TYPE:												
Hotel	6.5	7.8	4.3	5.0	59.7	-2.0	43.3	1.6	$ 68.18	4.4	$111.56	3.1
Motor Hotel	4.2	5.6	0.6	0.4	58.3	-2.2	48.7	-0.2	48.48	3.6	66.70	2.2
Economy	-1.4	-1.8	11.1	2.0	56.4	-4.6	63.3	3.4	30.21	2.9	31.44	3.3
All Suites	5.3	5.6	5.3	2.4	59.5	-1.0	63.2	8.8	70.39	3.4	101.61	3.1

NOTE: Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry

YEAR TO DATE TREND REPORT - AS OF NOVEMBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	1.9	2.6	-	3.7	65.7	-2.2	51.7	1.4	$ 59.07	4.4	$ 88.64	3.7
REGION:												
Northeast	1.8	3.3	-2.9	7.0	70.8	-3.5	41.9	1.2	$ 83.51	7.1	$123.04	5.5
Southeast	3.3	3.4	2.8	3.9	67.9	-0.4	83.3	-0.2	60.47	3.3	93.49	3.2
North Central	5.4	7.2	1.6	5.1	64.6	-0.3	40.0	0.8	48.35	6.9	74.02	6.1
South Central	-3.3	-3.1	-4.5	0.4	58.3	-5.2	39.6	-1.0	51.78	2.0	76.11	1.8
West	2.6	2.9	2.3	0.9	69.8	-1.3	49.7	4.6	57.91	3.8	86.24	3.6
AFFILIATION:												
Chain	1.8	2.5	-0.4	3.0	66.2	-2.5	48.1	0.4	$ 58.38	4.7	$ 86.23	3.9
Independent	2.3	2.4	1.2	6.4	63.8	-0.9	65.9	3.6	62.71	3.2	100.75	3.1
LOCATION:												
Center City	1.4	2.2	-1.1	3.8	64.1	-2.0	43.3	1.2	$ 72.32	5.1	$109.05	4.3
Suburban	1.8	2.8	-0.6	2.3	65.5	-2.8	41.8	2.2	52.26	4.8	77.88	3.8
Airport	3.3	4.3	0.7	5.9	69.1	-1.8	31.6	-2.8	54.60	4.8	80.40	3.8
Highway	1.4	1.7	0.6	0.1	65.8	-2.7	98.1	3.0	41.17	3.6	55.87	3.3
Resort	2.4	2.4	1.7	5.5	67.2	-1.3	101.9	0.8	71.85	2.9	119.39	2.9
SIZE:												
Under 150 Rooms	1.7	2.3	-0.9	2.9	66.5	-1.6	59.8	-	$ 40.38	3.5	$ 52.76	2.9
150 - 299 Rooms	0.9	1.5	-0.7	1.4	65.1	-3.4	48.0	2.4	52.60	4.6	77.32	4.0
300 - 600 Rooms	2.6	3.2	1.1	3.6	64.0	-1.8	46.2	1.8	65.07	3.8	102.45	3.2
Over 600 Rooms	2.3	3.2	-0.3	5.7	68.4	-1.0	57.0	-	83.91	5.3	131.51	4.4
TYPE:												
Hotel	2.0	2.9	-	3.6	65.5	-1.8	48.0	1.5	$ 69.18	4.7	$110.75	3.9
Motor Hotel	1.4	1.9	-0.6	4.2	66.0	-3.1	55.0	1.5	47.60	4.1	64.41	3.6
Economy	2.8	2.9	-1.4	3.4	65.7	-1.2	70.8	1.1	29.99	3.9	31.05	3.8
All Suites	0.6	-0.1	3.3	6.2	69.5	-3.7	87.9	-0.3	72.52	1.7	85.70	2.4

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF NOVEMBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	2.2	2.9	0.4	3.8	64.6	-2.1	51.7	1.2	$ 58.85	4.6	$ 88.89	3.9
REGION:												
Northeast	2.6	4.1	-1.9	7.2	70.0	-3.2	42.0	1.4	$ 83.55	7.3	$123.79	5.8
Southeast	3.2	3.4	2.6	3.9	66.5	-0.7	82.8	-0.7	60.06	3.5	93.32	3.3
North Central	5.7	7.5	2.2	4.8	63.2	-0.2	39.9	-	48.02	6.8	74.12	5.1
South Central	-2.9	-2.7	-4.0	0.9	57.2	-5.1	39.7	-0.5	51.52	2.2	76.30	2.0
West	3.0	3.2	2.8	1.0	68.8	-1.3	49.7	4.4	57.69	4.0	86.54	3.8
AFFILIATION:												
Chain	2.2	2.9	0.1	3.2	65.0	-2.4	48.1	0.2	$ 58.19	4.8	$ 86.54	4.1
Independent	2.5	2.6	1.5	6.3	62.7	-0.8	65.7	3.0	62.37	3.3	100.83	3.2
LOCATION:												
Center City	2.0	2.8	-0.4	4.0	63.1	-1.9	43.5	1.4	$ 72.28	5.3	$109.66	4.5
Suburban	2.2	3.1	0.1	2.5	64.2	-2.9	41.7	1.5	52.06	4.9	78.35	4.0
Airport	3.8	4.8	1.3	6.1	68.0	-1.7	31.6	-2.5	54.25	4.9	80.49	4.0
Highway	1.5	1.8	1.1	0.3	64.4	-2.7	58.1	2.5	40.92	3.7	55.85	3.5
Resort	2.3	2.3	1.7	5.1	65.7	-1.6	101.5	0.4	71.31	3.0	119.04	3.0
SIZE:												
Under 150 Rooms	1.9	2.5	-0.3	3.0	65.0	-1.5	59.2	-0.7	$ 40.19	3.6	$ 52.86	3.0
150 - 299 Rooms	1.2	1.7	-0.2	1.6	63.8	-3.3	47.8	3.2	52.30	4.6	77.50	4.1
300 - 600 Rooms	2.9	3.6	1.4	3.6	62.9	-1.7	46.6	1.5	64.84	3.9	102.84	3.2
Over 600 Rooms	2.9	3.8	0.3	5.9	67.6	-1.0	56.8	-0.4	83.71	5.6	131.75	4.7
TYPE:												
Hotel	2.4	3.3	0.5	3.7	64.5	-1.7	48.1	1.3	$ 69.01	4.9	$111.26	4.0
Motor Hotel	1.7	2.1	-	4.6	64.5	-3.2	54.8	1.1	47.42	4.3	64.60	3.9
Economy	3.1	3.2	-2.4	4.0	64.3	-1.1	70.1	0.7	29.92	4.0	30.97	3.9
All Suites	0.6	-	3.8	6.2	69.0	-3.8	86.7	-0.1	72.27	1.8	85.24	2.5

- NO CHANGE

FOOD AND BEVERAGE REPORT - NOVEMBER 1985 COMPARED WITH NOVEMBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$35.18	$35.12	$ 9.84	$ 9.44	0.33	0.33	0.21	0.22	46.7	46.8	$ 6.43	$ 6.33	1.6
REGION:													
Northeast	$39.54	$39.38	$12.38	$11.79	0.29	0.29	0.20	0.20	46.9	47.1	$ 8.56	$ 8.21	-5.7
Southeast	35.65	35.36	10.25	9.90	0.33	0.33	0.22	0.22	45.3	44.5	6.44	6.26	0.4
North Central	33.09	33.34	8.30	8.18	0.34	0.34	0.22	0.23	43.3	43.1	4.95	4.96	5.3
South Central	28.09	29.05	9.25	8.88	0.34	0.34	0.22	0.22	46.3	48.4	6.00	6.08	3.9
West	39.96	38.54	9.60	8.92	0.34	0.34	0.22	0.22	51.3	50.8	6.44	6.20	2.9
AFFILIATION:													
Chain	$32.77	$32.75	$ 9.66	$ 9.29	0.32	0.32	0.21	0.21	46.3	46.5	$ 6.28	$ 6.24	3.0
Independent	48.72	47.75	10.53	10.01	0.34	0.35	0.24	0.24	48.5	47.8	7.01	6.66	-3.5
LOCATION:													
Center City	$38.61	$38.16	$11.30	$10.84	0.30	0.31	0.20	0.20	48.3	50.0	$ 7.62	$ 7.63	3.1
Suburban	29.43	30.12	8.34	8.10	0.35	0.35	0.22	0.23	45.0	44.1	5.43	5.18	-0.8
Airport	28.88	29.24	8.48	8.04	0.34	0.34	0.22	0.22	44.9	43.1	4.99	4.87	1.8
Highway	27.55	28.27	7.81	7.27	0.34	0.35	0.23	0.23	41.7	39.9	4.61	4.32	2.3
Resort	50.67	48.52	10.86	10.63	0.35	0.34	0.22	0.23	48.0	47.2	6.88	6.85	0.5
SIZE:													
Under 150-Rooms	$36.84	$36.62	$ 7.20	$ 7.08	0.38	0.38	0.25	0.26	42.6	41.8	$ 4.32	$ 4.21	-3.5
150 - 299 Rooms	28.22	28.59	8.11	7.85	0.35	0.35	0.23	0.23	45.1	44.1	5.24	5.03	1.9
300 - 600 Rooms	37.07	37.76	10.26	9.81	0.32	0.33	0.22	0.22	48.3	48.3	6.89	6.72	0.7
Over 600 Rooms	40.97	39.43	12.24	11.75	0.30	0.30	0.19	0.19	46.9	48.2	7.91	8.10	4.9
TYPE:													
Hotel	$39.73	$39.44	$10.37	$ 9.96	0.32	0.32	0.21	0.21	46.8	47.1	$ 6.73	$ 6.68	2.1
Motor Hotel	23.33	24.08	7.78	7.52	0.35	0.35	0.22	0.23	44.0	42.4	4.93	4.64	0.4
Economy	7.73	6.85	3.25	3.14	0.29	0.33	*	*	*	*	1.56	1.61	-5.1
All Suites	52.65	48.71	12.22	11.09	0.32	0.35	0.23	0.28	62.8	68.5	11.24	11.23	-1.3

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF NOVEMBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$32.51	$31.91	$ 9.19	$ 8.81	0.33	0.34	0.21	0.22	46.8	46.2	$ 6.00	$ 5.73	-3.2
REGION:													
Northeast	$37.09	$36.82	$11.26	$10.78	0.31	0.32	0.20	0.20	52.0	50.2	$ 8.42	$ 7.86	-6.6
Southeast	32.51	31.66	9.15	8.80	0.33	0.34	0.22	0.22	42.4	41.8	5.59	5.29	-1.1
North Central	31.25	30.95	8.23	7.82	0.34	0.35	0.22	0.22	43.7	43.5	4.83	4.64	-1.6
South Central	26.65	26.45	8.35	8.09	0.34	0.35	0.22	0.23	47.3	47.3	5.78	5.60	-6.8
West	35.71	34.60	9.24	8.80	0.33	0.34	0.22	0.22	48.6	47.9	5.82	5.54	-1.2
AFFILIATION:													
Chain	$30.12	$29.55	$ 8.98	$ 8.62	0.33	0.33	0.21	0.21	47.2	46.4	$ 5.99	$ 5.71	-3.4
Independent	45.80	45.27	9.95	9.52	0.35	0.35	0.23	0.23	45.3	45.1	6.01	5.78	-2.2
LOCATION:													
Center City	$35.15	$34.53	$10.37	$ 9.88	0.31	0.32	0.21	0.21	50.6	50.3	$ 7.43	$ 7.04	-5.2
Suburban	28.12	27.81	8.24	7.96	0.35	0.35	0.22	0.23	45.6	45.0	5.26	5.06	-2.1
Airport	27.37	26.97	8.26	7.90	0.34	0.34	0.22	0.22	44.0	43.4	4.94	4.79	-1.4
Highway	24.74	24.12	7.56	7.12	0.35	0.36	0.23	0.23	42.3	40.6	4.30	4.00	-2.7
Resort	46.82	45.44	9.73	9.39	0.34	0.35	0.21	0.21	42.6	41.5	5.43	5.09	-1.9
SIZE:													
Under 150 Rooms	$31.33	$31.08	$ 7.11	$ 6.87	0.37	0.38	0.25	0.25	43.4	42.0	$ 4.12	$ 3.91	-3.0
150 - 299 Rooms	25.87	25.22	7.87	7.59	0.35	0.36	0.23	0.23	45.1	43.7	4.95	4.67	-2.7
300 - 600 Rooms	34.22	33.76	9.61	9.18	0.33	0.34	0.22	0.22	48.5	48.5	6.45	6.24	-1.4
Over 600 Rooms	40.87	40.20	11.49	10.88	0.30	0.31	0.19	0.19	47.3	47.0	7.76	7.27	-6.4
TYPE:													
Hotel	$37.53	$36.86	$ 9.79	$ 9.36	0.32	0.33	0.21	0.21	47.4	46.9	$ 6.47	$ 6.18	-3.5
Motor Hotel	21.83	21.47	7.28	7.02	0.35	0.36	0.22	0.22	43.7	42.1	4.45	4.19	-2.1
Economy	6.58	6.54	3.33	3.28	0.34	0.34	0.24	0.27	56.1	50.8	1.37	1.42	-3.2
All Suites	23.85	22.01	11.42	11.03	0.34	0.37	0.24	0.27	63.9	70.2	11.04	10.97	-6.9

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF NOVEMBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$33.17	$32.48	$ 9.28	$ 8.88	0.33	0.34	0.21	0.22	46.5	46.0	$ 6.04	$ 5.77	-3.0
REGION:													
Northeast	$38.02	$37.52	$11.37	$10.90	0.31	0.31	0.20	0.20	51.5	49.8	$ 8.46	$ 7.91	-5.7
Southeast	32.82	31.93	9.23	8.86	0.33	0.34	0.22	0.22	42.3	41.7	5.63	5.31	-1.6
North Central	32.05	31.69	8.30	7.88	0.34	0.35	0.22	0.22	43.4	43.4	4.85	4.68	-1.2
South Central	27.31	27.06	8.45	8.21	0.34	0.35	0.22	0.23	47.0	47.3	5.83	5.70	-6.6
West	36.39	35.19	9.32	8.84	0.33	0.34	0.21	0.21	48.4	47.8	5.84	5.55	-1.1
AFFILIATION:													
Chain	$30.75	$30.09	$ 9.08	$ 8.70	0.33	0.33	0.21	0.21	46.9	46.2	$ 6.04	$ 5.75	-3.2
Independent	46.75	46.15	10.01	9.58	0.35	0.35	0.23	0.23	45.1	45.0	6.03	5.82	-2.0
LOCATION:													
Center City	$36.00	$35.29	$10.48	$ 9.99	0.31	0.32	0.21	0.21	50.2	50.0	$ 7.47	$ 7.11	-4.8
Suburban	28.99	28.56	8.37	8.06	0.35	0.35	0.22	0.23	45.2	44.7	5.31	5.10	-1.9
Airport	27.83	27.37	8.33	7.97	0.34	0.34	0.22	0.22	44.0	43.6	5.01	4.86	-1.0
Highway	25.18	24.46	7.60	7.15	0.35	0.36	0.23	0.23	42.0	40.5	4.30	4.00	-2.6
Resort	47.01	45.58	9.77	9.43	0.34	0.35	0.21	0.21	42.6	41.3	5.45	5.08	-2.2
SIZE:													
Under 150 Rooms	$31.94	$31.62	$ 7.17	$ 6.92	0.37	0.38	0.25	0.25	43.0	41.9	$ 4.13	$ 3.95	-2.5
150 - 299 Rooms	26.45	25.72	7.94	7.64	0.35	0.36	0.23	0.23	44.8	43.6	4.98	4.70	-2.6
300 - 600 Rooms	34.92	34.42	9.71	9.27	0.33	0.34	0.22	0.22	48.2	48.3	6.49	6.28	-1.2
Over 600 Rooms	41.56	40.73	11.60	10.99	0.30	0.31	0.19	0.19	47.1	46.8	7.82	7.35	-6.0
TYPE:													
Hotel	$38.30	$37.55	$ 9.89	$ 9.44	0.32	0.33	0.21	0.21	47.1	46.7	$ 6.51	$ 6.22	-3.3
Motor Hotel	22.36	21.89	7.37	7.11	0.35	0.36	0.22	0.22	43.5	42.1	4.51	4.25	-1.7
Economy	6.57	6.54	3.33	3.28	0.34	0.34	*	*	*	*	*	*	-4.1
All Suites	23.87	22.04	11.36	10.98	0.34	0.37	0.24	0.27	64.1	70.3	*	*	-6.8

* INSUFFICIENT RESPONSE

B5050-4

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NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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DECEMBER 1985 COMPARED WITH DECEMBER 1984

OCCUPANCY RATES FALL; TWELFTH CONSECUTIVE MONTH

Occupancy rates for 1985 closed on a disappointing note as December's occupancy rate of 48.1 percent fell 2.2 percent from the December 1984 level, concluding a year in which occupancy rates in each of the twelve months fell below the corresponding month in 1984. Conversely, average room rates rose in each of the twelve months in 1985 compared with 1984. During December, properties located in the Northeast and Southeast regions experienced minimal increases in occupancy, while occupancies for those in the South Central area dropped a substantial 7.2 percent. Room rates were $59.57 for December, a 4.4 percent increase over December of last year. Total sales per occupied room were reported at $100.65, in creasing 4.0 percent from December of last year. Independent properties appeared to have a better ending month than chain properties as their occupancy rate increased 0.8 percent while chain properties fell 2.8 percent.

Food and Beverage operations were also affected by this year-end slump as the number of covers served fell 1.6 percent. Facilities tried to offset this decline with increasing food and beverage costs. In December of 1984, the average receipt per cover was $10.17 and in 1985 it was reported at $10.65, an increase of 4.7 percent. This increase worked itself over to the total of food and beverage sales per occupied room, which rose 3.7 percent compared with December 1984.

For the entire year of 1985, the national occupancy rate stood at 64.4 percent, down 2.1 percent from last year. Average room rate stood at $59.07, up 4.4 percent. Food and beverage sales per occupied room increased from $32.72 in 1984 to $33.36 in 1985—representing a 2.0 percent change. Although, in this same time period, the number of covers served declined 3.1 percent compared to the previous year.

Looking ahead to 1986, we predict occupancy rates to drop slightly less then one percent to 63.9 percent. Average room rates will increase a modest 3.5 percent to $61.00 for the year. Total industry revenues will increase slightly more than room rates, 4.1 percent to $43.1 billion, due mainly to new establishments in the industry.

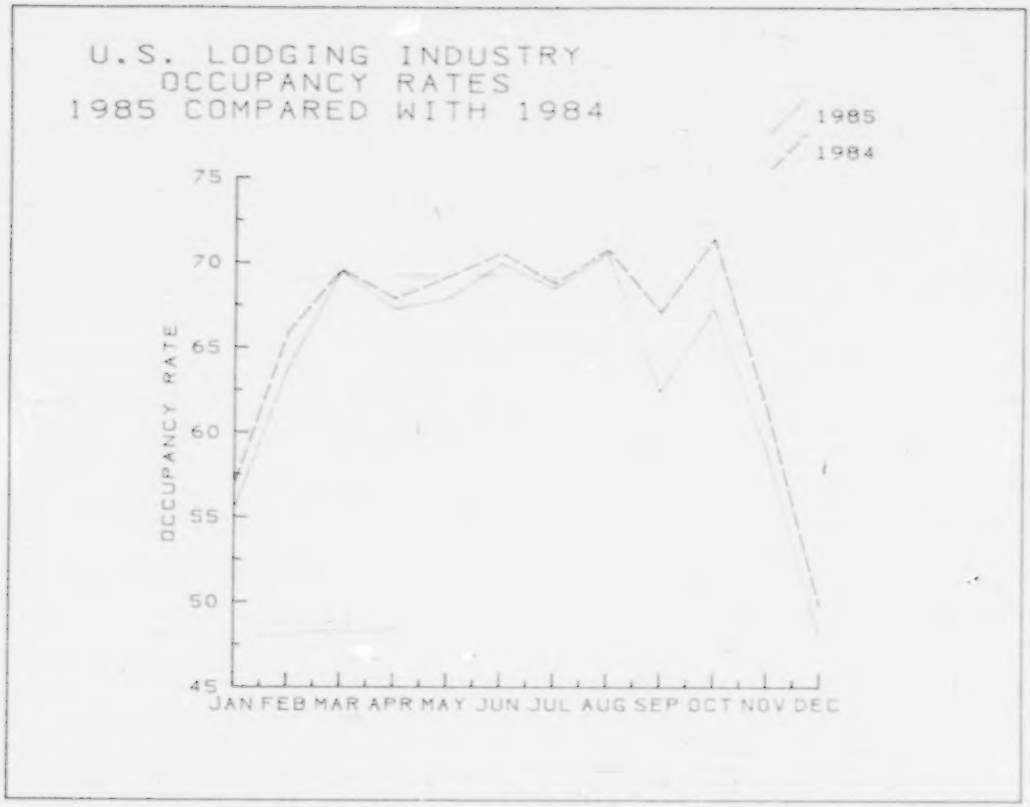
	Projections	Actual Last Year
FEBRUARY 1986	61-63%	63.7%
MARCH 1986	68-70%	69.5%
APRIL 1986	64-67%	67.3%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.4%	1.3%
AFFILIATION:		
Chain	63.6	-0.1
Independent	64.2	3.2
AREA:		
Northeast	75.6	7.4
Southeast	62.6	1.3
North Central	64.6	5.7
South Central	53.6	-5.3
West	67.2	4.5
LOCATION:		
Center City	65.3	5.7
Suburban	62.0	2.1
Highway	66.3	4.1
Airport	60.3	-10.0
Resort	63.9	-0.6
SIZE:		
Under 150 rooms	61.1	-4.4
150 to 299 rooms	61.7	2.0
300 to 600 rooms	62.4	2.1
Over 600 rooms	70.6	8.4
TYPE:		
Hotel	64.7	6.1
Motor Hotel	62.5	-3.0
Economy	58.9	-8.0

*PROM PREVIOUS MONTH

Mark Lomanno, Associate Director
William Evans, Research Analyst
Research and Development


U.S. LODGING INDUSTRY
OCCUPANCY RATES
1985 COMPARED WITH 1984
1985
1984
OCCUPANCY RATE
75
70
65
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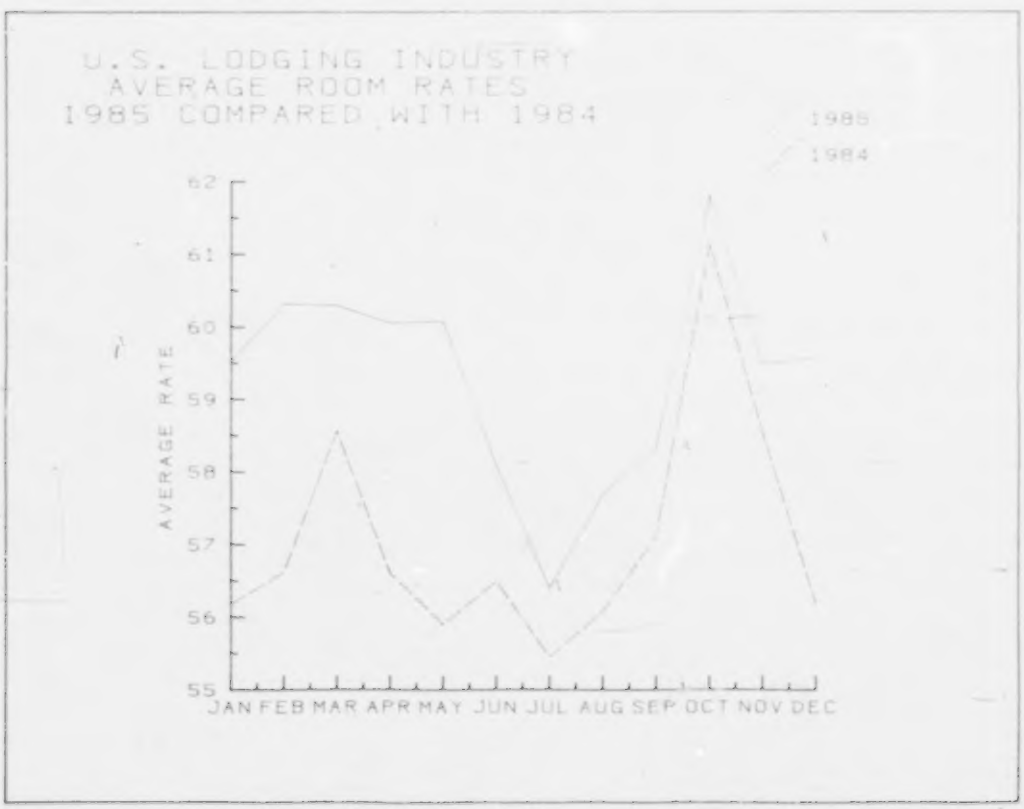
50
45
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

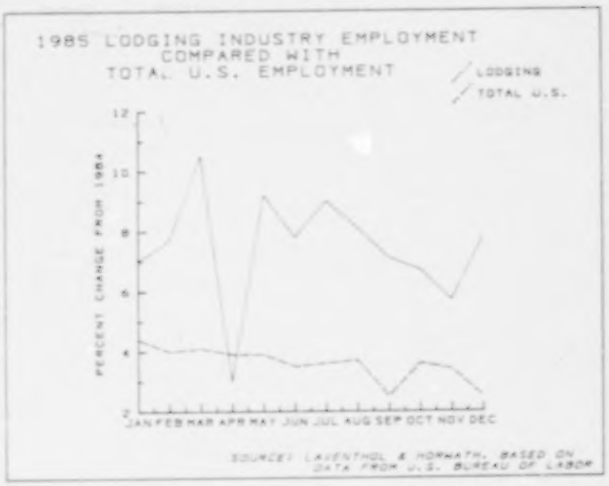

U.S. LODGING INDUSTRY
AVERAGE ROOM RATES
1985 COMPARED WITH 1984
1985
1984
AVERAGE RATE
62
61
60
59
58
57
56
55
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

LARGE GROWTH IN LODGING EMPLOYMENT

Lodging Industry employment during 1985 grew a strong 7.4 percent, compared to a 3.6 percent increase for Total U.S. employment, based on data from the U.S. Bureau of Labor. This 7.4 percent increase in employment represents an increase of approximately 90,000 employees during the year.

In a year which occupancy rates declined during each month, the large increases in employment illustrated below, indicate the growth of new establishments within the lodging industry during 1985.

As shown in the following graph, lodging employment grew fairly substantially during each month of 1985 when compared to the previous year. In fact, the smallest monthly increase occurred in April when employment grew 3.0 percent, this followed the largest increase for a single month of 10.5 percent which occurred in March.



	Hotels, motels and tourist courts (thousands)		Total U.S. (nonagricultural) (thousands)		
	1984	1985		1984	1985
January	1,098.1	1,175.5	January	92,391	96,419
February	1,114.8	1,200.1	February	92,846	96,591
March	1,148.7	1,269.8	March	93,058	96,910
April	1,267.9	1,306.3	April	93,449	97,120
May	1,226.7	1,339.6	May	93,786	97,421
June	1,276.4	1,376.2	June	94,135	97,473
July	1,296.0	1,412.3	July	94,350	97,707
August	1,314.2	1,420.9	August	94,523	97,977
September	1,288.7	1,379.9	September	95,807	98,217
October	1,251.1	1,334.3	October	95,157	98,571
November	1,235.7	1,305.7	November	95,494	98,753
*December	1,196.6	1,289.8	*December	96,681	99.059
*Year Average	1,226.2	1,317.5	*Year Average	94,306	97,686

*Preliminary
Source: U.S. Bureau of Labor Statistics

YEAR TO DATE REPORT AS OF DECEMBER 1985*

	Occupancy Percent		Percent Change	Room Sales Per Occupied Room		Percent Change
	1985	1984		1985	1984	
TOTAL U.S.A.	**64.4**	**65.8**	**-2.1**	**$59.07**	**$56.59**	**4.4**
NORTHEAST:	**70.1**	**72.4**	**-3.2**	**83.94**	**78.41**	**7.1**
Boston	68.5	69.9	-2.0	84.49	81.07	4.2
New York City	72.5	75.2	-3.6	101.37	93.61	8.3
Pennsylvania	64.1	65.3	-1.8	53.05	50.58	4.9
Philadelphia	58.7	60.8	-3.5	60.29	59.18	1.9
Pittsburgh	69.5	68.1	2.1	50.99	48.48	5.2
SOUTHEAST:	**66.6**	**66.9**	**-0.4**	**60.43**	**58.52**	**3.3**
Metro. Wash., D.C.	72.4	70.8	2.3	87.26	78.47	11.2
Daytona Beach	68.7	68.6	0.2	50.39	48.32	4.3
Greater Orlando	66.0	68.4	-3.5	51.35	52.40	-2.0
Osceola County	66.8	67.3	-0.7	43.73	47.55	-8.0
South Florida	62.9	59.3	6.1	72.86	70.74	3.0
Downtown Miami	60.2	54.5	10.5	54.42	55.28	-1.6
Fort Lauderdale	62.4	57.8	8.0	56.41	56.29	0.2
Tampa Bay	64.7	65.3	-0.9	47.65	47.32	0.7
NORTH CENTRAL:	**63.1**	**63.4**	**-0.5**	**48.27**	**45.26**	**6.7**
Des Moines	56.2	61.8	-9.1	38.26	34.61	10.5
Michigan	68.0	66.3	2.6	55.15	47.95	15.0
Detroit (SE)	76.1	72.6	4.8	55.85	49.42	13.0
Ohio	60.4	59.1	2.2	48.99	45.91	6.7
Cleveland	57.3	55.4	3.4	49.42	45.34	9.0
Cincinnati	60.0	57.3	4.7	50.55	47.43	6.6
St. Louis	63.4	60.9	4.1	50.86	49.51	2.7
Twin Cities	63.2	65.1	-2.9	53.08	50.32	5.5
SOUTH CENTRAL:	**56.8**	**60.0**	**-5.3**	**51.65**	**50.64**	**2.0**
Dallas	60.4	61.9	-2.4	58.84	55.32	6.4
Gulf Coast	53.8	57.5	-6.4	52.25	52.28	-0.1
Houston	48.1	50.6	-4.9	52.80	51.66	2.2
New Orleans	55.0	62.6	-12.1	67.06	69.80	-3.9
San Antonio	66.3	70.3	-5.7	45.99	43.81	5.0
Tulsa	46.1	49.3	6.5	44.51	43.74	1.8
WEST:	**68.3**	**69.2**	**-1.3**	**57.65**	**55.55**	**3.8**
San Francisco Airport	71.9	75.8	-5.2	65.45	61.95	5.7
San Diego	75.7	75.9	-0.3	67.41	63.39	6.3
Oregon	57.4	57.4	—	45.83	43.26	5.9
Portland	63.4	60.5	4.8	51.00	47.76	6.8
Seattle	68.9	68.3	0.9	55.85	52.20	7.0

*Source: *National Trend of Business in the Lodging Industry*, Laventhol & Horwath

TREND REPORT DECEMBER 1985 COMPARED WITH DECEMBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	DEC	% CHG	DEC	% CHG	DEC	% CHG	DEC	% CHG
TOTAL	1.4	1.7	0.4	3.8	48.1	-2.2	52.3	3.1	$ 59.57	4.4	$100.65	4.0
REGION:												
Northeast	3.9	6.2	-0.7	4.8	61.2	0.2	63.6	1.2	$ 90.16	6.7	$139.72	4.4
Southeast	4.2	4.4	2.9	7.7	50.0	1.0	38.4	1.7	59.43	2.7	100.50	2.5
North Central	0.5	1.1	-0.6	1.8	44.6	-2.2	43.6	13.5	46.18	4.9	88.31	4.2
South Central	-4.2	-5.6	-3.3	6.0	40.1	-7.2	38.7	-7.0	50.11	1.4	84.75	2.9
West	1.8	1.0	3.6	-5.0	50.8	-1.2	46.9	.4.7	54.06	3.3	93.92	4.1
AFFILIATION:												
Chain	1.0	1.2	-0.1	5.4	48.0	-2.8	50.8	4.5	$ 59.34	4.2	$ 99.15	4.0
Independent	3.2	4.3	2.5	-2.4	48.5	0.8	60.7	-0.8	60.58	5.0	107.91	3.9
LOCATION:												
Center City	2.3	3.6	-0.6	6.7	49.6	-1.0	46.7	2.9	$ 75.00	5.8	$125.62	4.4
Suburban	-2.9	-4.5	-1.7	4.3	44.9	-5.7	39.4	-1.0	50.10	2.4	88.05	4.0
Airport	3.7	3.0	4.8	2.8	52.6	-1.7	31.8	8.2	52.33	4.9	89.86	5.6
Highway	-1.1	-0.3	-1.9	-10.3	46.4	-2.5	62.3	6.3	39.66	1.0	60.98	0.2
Resort	4.6	4.8	4.6	2.5	48.1	-	106.5	-0.6	71.11	4.1	127.40	3.9
SIZE:												
Under 150 Rooms	-1.4	-0.9	-2.4	-4.6	46.1	-3.2	58.9	9.5	$ 37.56	2.4	$ 52.71	1.9
150 - 299 Rooms	-1.0	-1.4	-0.7	2.2	45.5	-4.0	46.8	0.2	50.64	3.2	87.53	3.7
300 - 600 Rooms	1.4	0.5	2.7	1.7	46.8	-2.3	50.7	2.0	62.26	3.5	114.38	4.5
Over 600 Rooms	4.1	6.2	-0.1	8.5	55.9	1.5	57.4	3.2	86.77	4.9	143.72	2.9
TYPE:												
Hotel	2.6	3.2	1.4	4.5	49.4	-0.6	50.7	2.6	$ 69.66	4.7	$125.92	4.1
Motor Hotel	-2.5	-1.8	-4.0	-0.7	46.6	-4.3	52.9	4.3	47.54	2.7	71.31	2.0
Economy	-1.0	-0.9	12.8	-12.4	45.3	-3.6	70.2	-1.8	29.51	2.3	30.53	2.1
All Suites	4.0	2.4	4.9	22.7	45.8	-5.8	75.6	21.0	69.13	5.2	89.88	6.9

* INSUFFICIENT RESPONSE
\- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF DECEMBER 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	DEC	% CHG	DEC	% CHG	DEC	% CHG	DEC	% CHG
TOTAL	1.8	2.5	-0.1	3.8	64.4	-2.1	51.7	1.4	$ 59.07	4.4	$ 89.32	3.7
REGION:												
Northeast	2.0	3.5	-2.7	6.9	70.1	-3.2	42.0	1.2	$ 83.94	7.1	$124.18	5.5
Southeast	3.3	3.5	2.8	4.1	66.6	-0.4	83.7	-0.1	60.43	3.3	93.90	3.1
North Central	4.9	6.7	1.2	4.9	63.1	-0.5	40.0	1.3	48.27	6.7	74.96	4.9
South Central	-3.4	-3.3	-4.5	0.7	56.8	-5.3	39.4	-1.3	51.65	2.0	76.55	1.8
West	2.6	2.8	2.4	0.9	68.3	-1.3	49.5	4.4	57.65	3.8	86.65	3.6
AFFILIATION:												
Chain	1.7	2.4	-0.4	3.2	64.8	-2.4	48.3	0.8	$ 58.44	4.6	$ 87.07	3.8
Independent	2.3	2.5	1.2	6.0	62.7	-0.8	65.2	3.2	62.38	3.3	100.66	3.1
LOCATION:												
Center City	1.5	2.3	-1.0	3.9	62.9	-2.0	43.7	1.4	$ 72.45	5.1	$110.23	4.3
Suburban	1.4	2.4	-0.8	2.3	63.9	-2.9	41.5	2.0	52.29	4.7	78.71	3.7
Airport	3.3	4.1	0.9	6.2	67.9	-1.7	31.5	-2.2	54.38	4.7	80.89	3.8
Highway	1.2	1.6	0.4	-0.5	64.3	-2.6	58.6	3.0	40.86	3.4	55.77	3.1
Resort	2.4	2.4	1.8	5.4	65.8	-1.2	102.3	0.8	71.76	2.9	119.46	3.0
SIZE:												
Under 150 Rooms	1.5	2.2	-1.0	2.5	65.0	-1.5	59.8	0.5	$ 40.22	3.5	$ 52.74	2.8
150 - 299 Rooms	0.8	1.4	-0.8	1.6	63.7	-3.3	47.8	3.2	52.51	4.5	77.97	3.9
300 - 600 Rooms	2.4	3.0	1.2	3.5	62.6	-2.0	46.3	1.8	64.83	3.7	102.97	3.2
Over 600 Rooms	2.4	3.4	-0.3	5.9	67.3	-0.9	57.0	0.2	84.06	5.2	132.38	4.3
TYPE:												
Hotel	2.0	2.8	0.1	3.7	64.3	-1.7	48.0	1.5	$ 69.26	4.7	$111.83	3.8
Motor Hotel	1.2	1.7	-0.9	4.0	64.4	-3.2	54.8	1.7	47.63	4.0	64.88	3.5
Economy	2.5	2.6	-0.2	2.1	64.0	-1.4	71.3	0.8	30.09	3.8	31.22	3.7
All Suites	0.4	-0.3	3.5	7.1	68.2	-4.1	87.3	0.3	72.72	2.0	86.33	2.7

* INSUFFICIENT RESPONSE

FOOD AND BEVERAGE REPORT - DECEMBER 1985 COMPARED WITH DECEMBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$46.71	$45.05	$10.65	$10.17	0.35	0.35	0.22	0.22	46.0	45.8	$ 4.99	$ 6.71	-1.6
REGION:													
Northeast	$48.24	$48.63	$13.04	$12.56	0.37	0.36	0.22	0.22	52.0	52.3	$ 10.49	$ 9.94	-1.3
Southeast	42.62	41.62	10.58	10.09	0.34	0.34	0.22	0.22	43.2	42.2	6.28	6.10	1.9
North Central	51.80	49.43	10.27	9.93	0.35	0.34	0.23	0.22	43.7	42.7	6.41	6.14	-3.6
South Central	40.04	37.98	9.82	9.16	0.34	0.34	0.21	0.24	45.0	44.4	6.50	6.09	-10.0
West	52.52	49.49	10.02	9.61	0.35	0.34	0.21	0.20	43.9	45.1	5.58	5.57	3.2
AFFILIATION:													
Chain	$44.36	$42.77	$10.56	$10.09	0.35	0.34	0.22	0.22	46.2	45.7	$ 7.04	$ 6.74	-2.2
Independent	59.52	57.93	10.98	10.46	0.36	0.35	0.23	0.23	45.0	46.1	6.74	6.61	0.5
LOCATION:													
Center City	$50.11	$49.34	$12.36	$11.96	0.31	0.30	0.20	0.20	46.8	47.1	$ 8.28	$ 8.10	-1.3
Suburban	42.56	39.91	9.64	8.99	0.35	0.35	0.21	0.24	42.8	42.6	6.07	5.65	-7.8
Airport	39.90	36.94	8.95	8.41	0.34	0.33	0.21	0.20	42.0	39.7	5.06	4.72	1.0
Highway	40.27	40.27	9.02	8.45	0.54	0.54	0.31	0.30	56.0	54.2	7.84	7.31	-3.2
Resort	56.94	54.39	11.00	10.82	0.36	0.36	0.23	0.21	44.3	44.7	6.14	6.17	5.3
SIZE:													
Under 150 Rooms	$45.81	$43.92	$ 8.44	$ 8.13	0.38	0.38	0.24	0.24	41.7	41.5	$ 4.91	$ 4.74	-5.9
150 - 299 Rooms	41.03	38.91	9.21	8.71	0.35	0.35	0.22	0.23	43.0	41.8	5.65	5.32	-3.3
300 - 600 Rooms	47.94	45.14	10.95	10.45	0.38	0.39	0.24	0.24	49.1	50.4	7.94	7.86	-0.4
Over 600 Rooms	51.79	52.38	12.85	12.49	0.31	0.29	0.19	0.20	46.3	45.6	8.35	7.95	0.7
TYPE:													
Hotel	$52.39	$50.80	$11.21	$10.78	0.35	0.34	0.22	0.22	46.3	46.6	$ 7.40	$ 7.23	-
Motor Hotel	32.22	31.11	8.79	8.24	0.35	0.35	0.22	0.22	44.0	41.7	5.59	5.10	-7.3
Economy	8.22	8.13	*	*	*	*	*	*	*	*	*	*	*
All Suites	44.00	42.15	13.75	14.97	0.37	0.36	0.22	0.20	59.7	58.0	11.75	12.49	17.5

* INSUFFICIENT RESPONSE
\- NO CHANGE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF DECEMBER 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	% CHG
TOTAL	$33.36	$32.72	$ 9.30	$ 8.90	0.33	0.34	0.21	0.22	46.8	46.2	$ 6.07	$ 5.79	-3.1
REGION:													
Northeast	$37.89	$37.63	$11.38	$10.90	0.31	0.32	0.20	0.20	52.1	50.4	$ 8.56	$ 8.00	-6.2
Southeast	33.08	32.21	9.24	8.87	0.33	0.34	0.22	0.22	42.4	41.8	5.64	5.34	-0.9
North Central	32.49	32.20	8.39	7.99	0.34	0.35	0.22	0.22	43.7	43.3	4.93	4.73	-2.1
South Central	27.37	27.09	8.45	8.17	0.34	0.35	0.22	0.23	47.1	47.0	5.83	5.64	-7.2
West	36.65	35.46	9.32	8.87	0.34	0.34	0.22	0.21	48.4	47.9	5.83	5.56	-0.9
AFFILIATION:													
Chain	$31.03	$30.41	$ 9.09	$ 8.72	0.33	0.34	0.21	0.21	47.1	46.4	$ 6.06	$ 5.77	-3.4
Independent	46.34	45.79	10.05	9.60	0.35	0.35	0.23	0.23	45.3	45.2	6.10	5.87	-2.3
LOCATION:													
Center City	$36.32	$35.68	$10.47	$ 9.99	0.31	0.32	0.21	0.21	50.2	49.9	$ 7.43	$ 7.05	-4.9
Suburban	28.99	28.61	8.33	8.04	0.35	0.35	0.22	0.23	45.3	44.7	5.31	5.10	-2.5
Airport	28.10	27.61	8.34	7.96	0.34	0.34	0.22	0.22	44.2	43.6	4.97	4.80	-1.6
Highway	25.46	24.88	7.66	7.22	0.37	0.38	0.23	0.24	43.4	41.7	4.55	4.23	-2.7
Resort	46.99	45.57	9.87	9.53	0.34	0.35	0.21	0.21	42.7	41.8	5.55	5.22	-1.6
SIZE:													
Under 150 Rooms	$32.11	$31.82	$ 7.21	$ 6.96	0.37	0.38	0.25	0.25	43.3	42.0	$ 4.17	$ 3.97	-3.2
150 - 299 Rooms	26.73	26.05	7.97	7.68	0.35	0.35	0.23	0.23	45.0	43.7	5.00	4.71	-2.8
300 - 600 Rooms	34.94	34.35	9.69	9.26	0.33	0.34	0.22	0.22	48.6	48.6	6.54	6.34	-1.5
Over 600 Rooms	41.68	41.08	11.60	11.00	0.30	0.31	0.19	0.19	47.2	46.9	7.80	7.31	-5.9
TYPE:													
Hotel	$38.46	$37.74	$ 9.90	$ 9.46	0.33	0.33	0.21	0.22	47.3	46.9	$ 6.53	$ 6.24	-3.3
Motor Hotel	22.49	22.14	7.38	7.11	0.35	0.36	0.22	0.22	43.8	42.1	4.53	4.26	-2.5
Economy	6.52	6.32	3.32	3.27	0.33	0.34	*	*	35.2	40.2	*	*	-2.9
All Suites	24.49	22.63	11.79	11.44	0.35	0.37	0.24	0.26	62.6	66.8	11.11	10.96	-5.3

* INSUFFICIENT RESPONSE

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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JANUARY 1986 COMPARED WITH JANUARY 1985

OCCUPANCY RATES SHOW SLIGHT INCREASE

The year 1986 began on a positive note, as occupancy rates for January 1986 stood at 55.0 percent, a 0.2 percent increase over January of 1985 on a seasonally unadjusted basis. This comes on the heels of a year in which occupancy rates dropped in each month when compared to the previous year. This optimistic news was not present throughout the country, as only the Southeast region experienced an increase. All the other four regions experienced minimal decreases.

Average room rates stood at $60.19 for the month of January, a modest 2.9 percent increase over January of last year. Total sales per room was $91.97 for the month, an increase of 2.1 percent. Rates in the Northeast region of the county continue to stand head and shoulders above the rest of the country with an average rate of $84.45.

Food and beverage operations indicated a 1.3 percent decrease in the number of covers served. The average receipt per cover rose to $9.47 in January, as compared with $9.17 last year.

For 1986, we are predicting a slight drop in room occupancy levels, although the unfortunate acts of terrorism overseas may lead to increased hotel business within the United States as fewer domestic travelers go overseas. Although results are still sketchy, the preliminary estimate from the US Travel & Tourism Administration within the Department of Commerce is that at least a 10 percent decrease in Americans traveling abroad this year can be expected.

* * *

We are pleased to announce the printing of a new publication, OUTLOOK, U.S. Lodging Industry 1986. This informative publication covers key developments in the lodging industry, and also provides expert analysis for major markets across the country. OUTLOOK can be obtained free of charge by contacting the Publications Department.

		Projections	Actual Last Year
MARCH	1986	67-70%	69.5%
APRIL	1986	67-70%	67.3%
MAY	1986	68-71%	67.9%

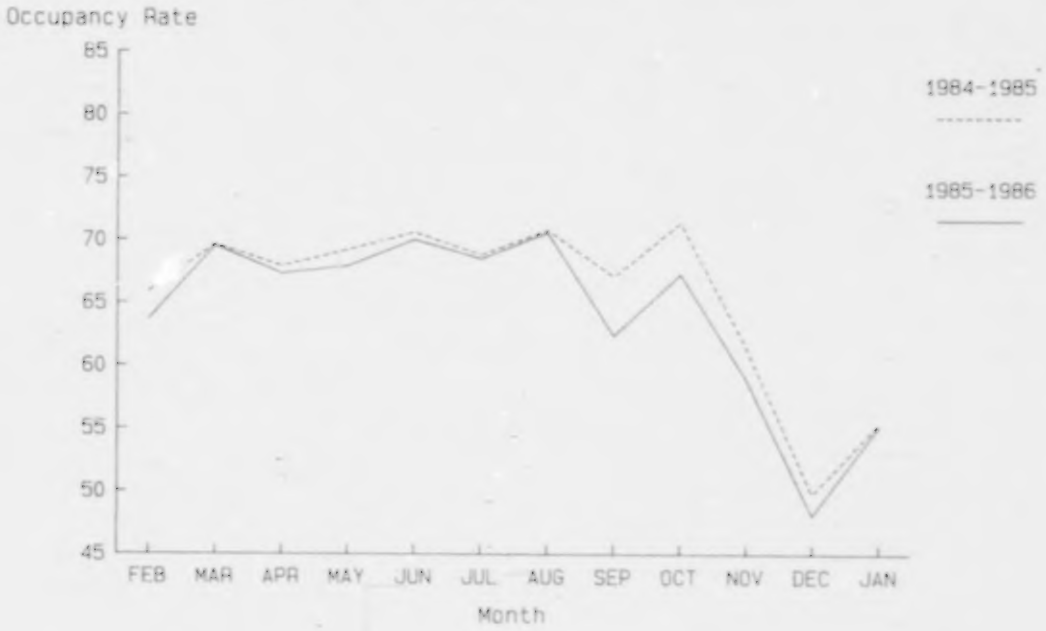
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.2%	-0.3%
AFFILIATION:		
Chain	63.1	-0.5
Independent	53.6	-10.6
AREA:		
Northeast	68.1	-7.5
Southeast	67.3	4.6
North Central	59.6	-5.0
South Central	55.5	1.9
West	67.0	-0.2
LOCATION:		
Center City	61.3	-4.0
Suburban	62.4	.4
Highway	62.2	-4.1
Airport	66.0	-5.7
Resort	54.3	-9.6
SIZE:		
Under 150 rooms	63.3	2.2
150 to 299 rooms	61.7	0.0
300 to 600 rooms	63.1	0.7
Over 600 rooms	66.9	-3.7
TYPE:		
Hotel	63.6	-1.1
Motor Hotel	62.8	0.3
Economy	61.8	2.9

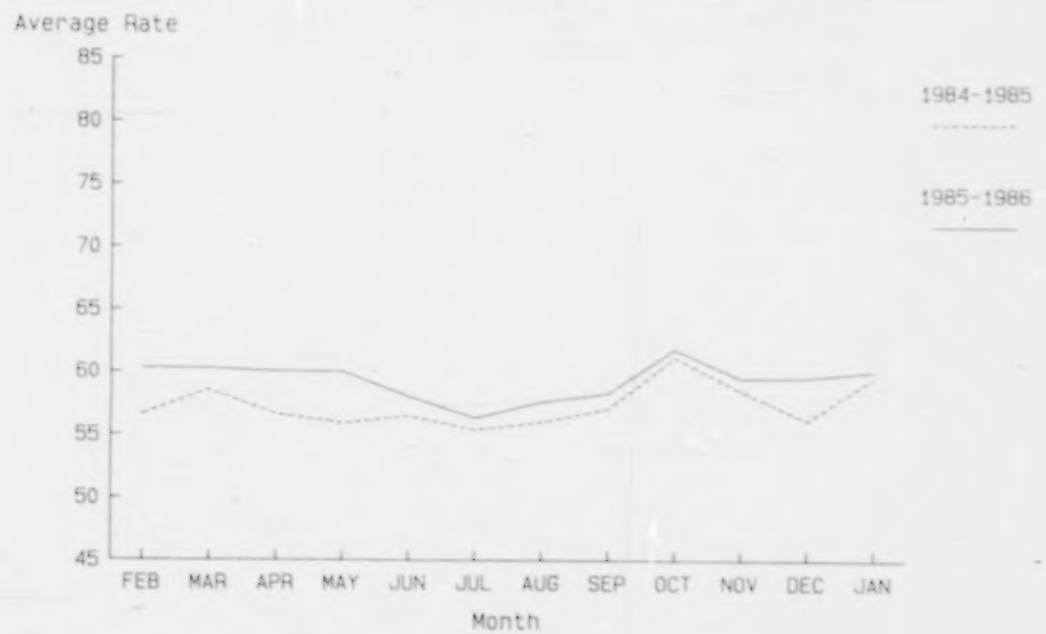
* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Bill Evans, Research Analyst
Research and Development

NATIONAL OCCUPANCY RATES
FEBRUARY 1984 - JANUARY 1985
FEBRUARY 1985 - JANUARY 1986



NATIONAL ROOM RATES
FEBRUARY 1984 - JANUARY 1985
FEBRUARY 1985 - JANUARY 1986



Source: Laventhol & Horwath

STEADY GROWTH IN LODGING RECEIPTS

Lodging industry receipts for 1985 are estimated by L&H to have been $41.4 billion. This represents a 6.4 percent increase over the Census Bureau's 1984 estimate of $38.9 billion. In fact lodging industry receipts have risen 413 percent since 1972 when receipts stood at only $10.0 billion.

Listed below are estimates for lodging industry receipts from 1972 through 1985. These figures are gathered by the U.S. Bureau of Census except for the figure for 1985 which is an L&H estimate. Growth in these receipt's has been steady, in fact, in six of the last thirteen years there has been a double digest percentage increase when compared with the previous year. This is displayed in the percent change graph.

Also illustrated below and in the graph are receipt figures calculated in constant 1982 dollars. These figures show a significant increase in receipts since 1972, however not nearly as large as the current receipt estimates due to inflation. These constant dollar receipts are calculated using implicit price deflators obtained from Data Resources Incorporated.

Lodging Industry Receipts
(In billions)

	Current Dollars	Constant 1982 Dollars
1972	10.0	26.3
1973	11.0	27.6
1974	11.8	27.5
1975	13.0	28.4
1976	15.1	30.5
1977	16.4	30.6
1978	19.4	31.8
1979	22.2	31.5
1980	23.6	29.4
1981	27.8	31.0
1982	32.7	32.7
1983	35.9	34.2
1984	38.9	34.3
1985	41.4	34.1

Source: L&H, U.S. Bureau of Census, Data Resources Inc.

TREND REPORT JANUARY 1986 COMPARED WITH JANUARY 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JAN	% CHG	JAN	% CHG	JAN	% CHG	JAN	% CHG
TOTAL	3.5	4.3	1.4	3.0	55.0	0.2	42.6	7.8	$ 60.19	2.9	$ 91.97	2.1
REGION:												
Northeast	0.5	1.5	-2.3	3.6	55.2	-2.6	30.8	10.8	$ 84.45	5.4	$129.50	4.4
Southeast	6.7	8.1	3.5	8.0	60.6	6.5	66.1	14.0	63.96	0.8	99.19	-0.5
North Central	1.2	1.6	0.1	0.1	48.3	-2.0	31.2	6.1	47.97	4.0	73.31	3.6
South Central	5.0	4.4	6.1	8.0	51.5	-0.4	34.0	3.3	51.84	3.7	75.48	4.3
West	3.0	4.3	-	-6.3	59.4	-1.8	40.1	-4.5	59.47	1.7	92.68	0.4
AFFILIATION:												
Chain	1.8	2.6	-0.5	0.9	55.3	-0.2	39.7	7.3	59.06	1.9	88.58	1.1
Independent	10.1	11.4	7.9	10.0	54.0	2.7	53.9	9.6	65.21	6.7	106.98	5.5
LOCATION:												
Center City	2.1	2.6	-0.3	3.5	51.1	-0.8	36.2	6.8	71.71	3.4	108.81	2.9
Suburban	0.7	1.6	-0.8	-2.2	54.7	-1.8	35.1	4.8	52.55	2.3	79.98	1.4
Airport	0.3	1.5	-1.4	-6.4	62.7	-1.6	25.2	-1.9	54.49	1.8	79.50	0.6
Highway	2.6	4.8	-4.2	-4.6	54.0	-0.6	46.1	4.1	41.30	2.8	56.61	0.6
Resort	11.1	12.1	9.2	12.9	60.0	8.1	80.3	10.9	77.66	1.6	132.70	0.8
SIZE:												
UNDER 150 ROOMS	3.6	5.0	-1.3	-4.7	53.7	-0.2	48.8	5.4	$ 39.88	3.4	$ 51.54	2.0
150 - 299 Rooms	3.0	3.6	-0.5	4.5	54.1	-0.7	38.7	5.7	54.33	3.5	82.58	2.8
300 - 600 Rooms	4.1	4.4	3.7	3.3	55.9	-	39.0	8.9	68.53	2.3	109.52	2.0
Over 600 Rooms	3.3	4.5	1.3	2.4	57.2	3.2	48.9	11.1	82.66	2.0	131.18	0.9
TYPE:												
Hotel	3.6	4.3	1.7	3.1	55.7	0.2	40.6	5.5	70.12	3.4	114.42	2.6
Motor Hotel	1.8	2.7	-1.3	1.2	54.6	-	43.2	12.8	47.24	1.7	63.80	0.7
Economy	7.5	7.2	19.1	11.2	50.7	1.4	59.1	7.3	29.53	3.1	30.72	3.4
All Suites	10.8	10.5	9.3	10.0	59.5	3.5	52.6	14.6	82.93	2.9	113.48	3.2

* INSUFFICIENT RESPONSE
\- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF JANUARY 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JAN	% CHG	JAN	% CHG	JAN	% CHG	JAN	% CHG
TOTAL	1.8	2.4	-	3.8	64.3	-2.0	51.8	1.8	$ 59.17	4.1	$ 89.44	3.5
REGION:												
Northeast	1.7	3.2	-2.8	6.7	70.2	-3.3	42.1	1.9	$ 84.21	6.9	$124.50	5.3
Southeast	3.6	3.8	2.7	4.4	66.7	0.2	83.6	0.4	60.56	3.0	93.94	2.7
North Central	4.6	6.2	1.2	5.2	62.7	-0.6	40.0	1.5	48.33	6.3	74.92	4.8
South Central	-3.0	-2.9	-3.8	1.2	56.7	-5.2	39.6	-1.2	51.61	1.9	76.25	1.8
West	2.4	2.5	2.3	-	68.1	-1.4	49.3	3.8	57.92	3.4	87.38	3.3
AFFILIATION:												
Chain	1.5	2.2	-0.5	3.2	64.7	-2.3	48.3	0.8	58.47	4.2	86.99	3.5
Independent	2.9	3.1	1.9	6.1	62.6	-0.6	65.3	4.0	62.72	3.6	101.48	3.4
LOCATION:												
Center City	1.3	2.1	-1.2	4.1	62.7	-2.0	44.0	1.9	72.50	4.9	110.11	4.1
Suburban	1.4	2.2	-0.8	2.2	63.8	-2.7	41.4	1.7	52.24	4.3	78.68	3.5
Airport	2.7	3.3	0.9	5.0	67.8	-1.7	31.5	-2.2	54.39	4.0	80.96	3.3
Highway	1.3	1.7	-	-1.1	64.3	-2.4	58.5	2.8	40.94	3.3	55.82	2.8
Resort	3.4	3.4	2.9	6.0	66.0	-0.6	102.3	1.2	72.28	3.1	120.39	3.1
SIZE:												
UNDER 150 ROOMS	1.6	2.2	-0.8	2.1	64.9	-1.5	60.2	1.2	$ 40.33	3.4	$ 52.83	2.7
150 - 299 Rooms	0.8	1.4	-0.8	1.7	63.6	-3.2	47.8	3.2	52.62	4.3	78.30	3.7
300 - 600 Rooms	2.5	2.9	1.5	3.4	62.6	-1.9	46.0	1.8	65.11	3.6	103.32	3.2
Over 600 Rooms	2.3	3.2	-0.4	6.2	67.3	-0.6	57.3	0.7	83.75	4.7	131.55	3.8
TYPE:												
Hotel	2.0	2.8	0.2	3.8	64.2	-1.7	48.2	1.7	69.29	4.5	111.84	3.7
Motor Hotel	1.2	1.7	-0.9	3.8	64.3	-2.9	54.7	2.1	47.69	3.6	64.85	3.1
Economy	2.8	2.8	1.9	3.3	64.1	-1.4	71.2	1.3	30.16	3.7	31.31	3.7
All Suites	1.0	0.2	4.4	6.5	67.6	-4.0	83.1	0.4	73.51	2.1	88.70	2.9

* INSUFFICIENT RESPONSE
\- NO CHANGE

FOOD AND BEVERAGE REPORT - JANUARY 1986 COMPARED WITH JANUARY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.65	$36.27	$ 9.47	$ 9.17	0.35	0.35	0.22	0.22	51.8	51.9	$ 6.91	$ 6.77	-1.3
REGION:													
Northeast	$42.80	$42.19	$10.78	$10.76	0.34	0.34	0.21	0.20	59.0	59.3	$ 8.96	$ 8.97	-2.2
Southeast	37.49	38.93	9.82	9.51	0.35	0.35	0.23	0.22	45.1	44.9	6.41	6.40	2.9
North Central	33.33	32.22	8.20	7.99	0.36	0.37	0.23	0.24	53.1	51.9	5.85	5.73	-0.3
South Central	27.58	25.94	8.09	7.82	0.36	0.36	0.22	0.21	47.9	50.1	5.89	5.76	-
West	42.63	42.32	10.13	9.57	0.34	0.34	0.23	0.22	54.9	53.8	7.61	7.08	-5.5
AFFILIATION:													
Chain	33.22	33.29	9.05	8.91	0.35	0.35	0.21	0.21	51.8	51.3	6.63	6.52	-1.9
Independent	54.02	52.01	10.91	10.06	0.35	0.36	0.25	0.24	51.7	54.2	7.97	7.74	0.7
LOCATION:													
Center City	38.19	37.69	10.53	10.33	0.34	0.33	0.22	0.21	58.6	57.9	8.65	8.32	-3.4
Suburban	29.97	29.47	8.08	7.96	0.37	0.36	0.22	0.22	48.5	48.4	5.64	5.64	-1.6
Airport	28.42	28.61	8.18	7.74	0.35	0.35	0.22	0.22	47.7	44.9	5.49	4.92	-5.1
Highway	27.60	28.76	7.78	7.69	0.37	0.37	0.23	0.23	46.6	44.2	4.73	4.48	-4.2
Resort	55.82	56.22	11.23	10.67	0.34	0.36	0.22	0.22	47.0	50.9	7.21	7.82	9.0
SIZE:													
UNDER 150 ROOMS	$34.29	$34.04	$ 7.69	$ 7.38	0.38	0.39	0.25	0.25	45.9	45.9	$ 4.65	$ 4.56	-4.1
150 - 299 Rooms	30.15	29.79	8.09	8.03	0.37	0.36	0.24	0.24	49.8	48.9	5.76	5.68	0.3
300 - 600 Rooms	38.89	38.06	10.04	9.43	0.34	0.34	0.22	0.22	52.3	52.9	7.36	7.03	-1.5
Over 600 Rooms	43.90	44.49	11.29	11.12	0.33	0.33	0.20	0.19	54.4	55.1	8.77	8.80	-2.1
TYPE:													
Hotel	41.43	40.89	9.87	9.53	0.35	0.35	0.22	0.22	51.9	51.9	7.16	6.95	-1.5
Motor Hotel	23.30	23.41	7.57	7.50	0.37	0.37	0.22	0.22	49.3	48.0	5.39	5.25	-1.4
Economy	6.40	7.50	3.68	3.53	0.36	0.36	*	*	*	*	*	*	27.7
All Suites	64.75	61.07	17.31	15.36	0.30	0.35	0.27	0.26	60.1	71.7	15.48	17.13	-0.7

* INSUFFICIENT RESPONSE
\- NO CHANGE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF JANUARY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$33.52	$32.87	$ 9.32	$ 8.92	0.33	0.34	0.22	0.22	46.8	46.3	$ 6.09	$ 5.82	-3.0
REGION:													
Northeast	$37.93	$37.67	$11.31	$10.86	0.31	0.32	0.20	0.20	51.7	50.3	$ 8.42	$ 7.89	-6.0
Southeast	33.34	32.65	9.28	8.91	0.33	0.34	0.22	0.22	42.6	42.0	5.71	5.43	-0.6
North Central	32.56	32.16	8.43	8.01	0.34	0.35	0.22	0.22	43.8	43.6	4.98	4.78	-2.2
South Central	27.18	26.82	8.37	8.10	0.34	0.35	0.22	0.23	47.1	47.2	5.77	5.61	-6.5
West	37.23	36.00	9.42	8.96	0.33	0.34	0.22	0.21	48.7	48.2	5.97	5.71	-1.3
AFFILIATION:													
Chain	31.11	30.54	9.10	8.73	0.33	0.33	0.21	0.21	47.1	46.4	6.06	5.78	-3.4
Independent	46.69	45.87	10.12	9.64	0.35	0.35	0.23	0.23	45.2	45.6	6.18	5.98	-1.8
LOCATION:													
Center City	36.37	35.76	10.50	10.04	0.31	0.32	0.21	0.21	50.3	50.0	7.48	7.11	-4.9
Suburban	29.00	28.61	8.31	8.01	0.35	0.35	0.22	0.23	45.3	44.8	5.31	5.11	-2.5
Airport	28.27	27.75	8.37	7.96	0.34	0.34	0.22	0.22	44.3	43.5	5.01	4.81	-2.0
Highway	25.72	25.27	7.70	7.30	0.37	0.38	0.23	0.24	43.2	41.5	4.54	4.24	-2.9
Resort	47.39	45.89	9.93	9.56	0.34	0.35	0.21	0.21	42.7	42.3	5.60	5.35	-0.5
SIZE:													
UNDER 150 ROOMS	$32.48	$32.07	$ 7.28	$ 7.02	0.37	0.38	0.25	0.25	43.1	41.9	$ 4.18	$ 3.98	-3.4
150 - 299 Rooms	26.96	26.28	8.00	7.71	0.35	0.35	0.23	0.23	45.1	43.8	5.03	4.76	-2.8
300 - 600 Rooms	35.16	34.46	9.73	9.27	0.33	0.34	0.22	0.22	48.5	48.7	6.59	6.37	-1.6
Over 600 Rooms	41.51	41.11	11.56	11.02	0.30	0.31	0.19	0.19	47.4	47.1	7.79	7.36	-5.4
TYPE:													
Hotel	38.57	37.84	9.90	9.47	0.33	0.33	0.21	0.22	47.3	47.0	6.54	6.26	-3.2
Motor Hotel	22.56	22.21	7.43	7.15	0.35	0.36	0.22	0.22	43.9	42.3	4.57	4.30	-2.6
Economy	6.44	6.32	3.31	3.24	0.33	0.34	*	*	34.5	39.5	*	*	-0.3
All Suites	27.82	25.43	13.29	12.43	0.33	0.36	0.25	0.26	61.8	69.0	12.31	12.68	-4.1

* INSUFFICIENT RESPONSE

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Laventhol & Horwath
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NATIONAL TREND OF BUSINESS
Lodging Industry

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FEBRUARY 1986 COMPARED WITH FEBRUARY 1985

OCCUPANCY RATES RISE
SECOND CONSECUTIVE MONTHS

Occupancy rates for 1986 continue to be surprisingly strong for the second consecutive month, as the February occupancy rate for 1986 stands at 65.1 percent, 0.8 percent above February of last year on a seasonally unadjusted basis. This good news was felt through the majority of the country as three of the five regional categories indicated increased occupancy rates in February. Breaking down the nation by location, resort properties show the highest rates of 70.1 percent, while downtown and center city properties indicate the lowest rates with 61.1 percent.

Average room rates rose 3.4 percent to reach $64.61 during the month of February. Rates in the Northeast region of the country continue to outpace all other regions with an increase of 5.8 percent to rach an average rate of $90.85 for the month. Total sales for properties surveyed increased a healthy 4.1 percent on a national level.

For the second straight month, the number of food and beverage covers served fell, although the average receipt per cover rose from $9.63 to $10.07 this year. Food and Beverage sales per occupied room reached $39.32 in February, up from $38.57 for the same month last year.

For the two months of 1986 year-to-date figures look fairly promising. The occupancy rate of 59.4 percent is a 0.5 percent increase over the two month period of last year, and total sales are up 3.8 percent. Room rates continue to increase at a modest pace, up 3.1 percent for the year.

Although the lodging industry came on strong through January and February of this year, the month of March is not expected to be as encouraging as the previous two. We anticipate occupancies to fall as much as 4.5 percent while room rates will continue to climb.

		Projections	Actual Last Year
APRIL	1986	66-68%	67.3%
MAY	1986	66-68%	67.9%
JUNE	1986	68-71%	70.0%

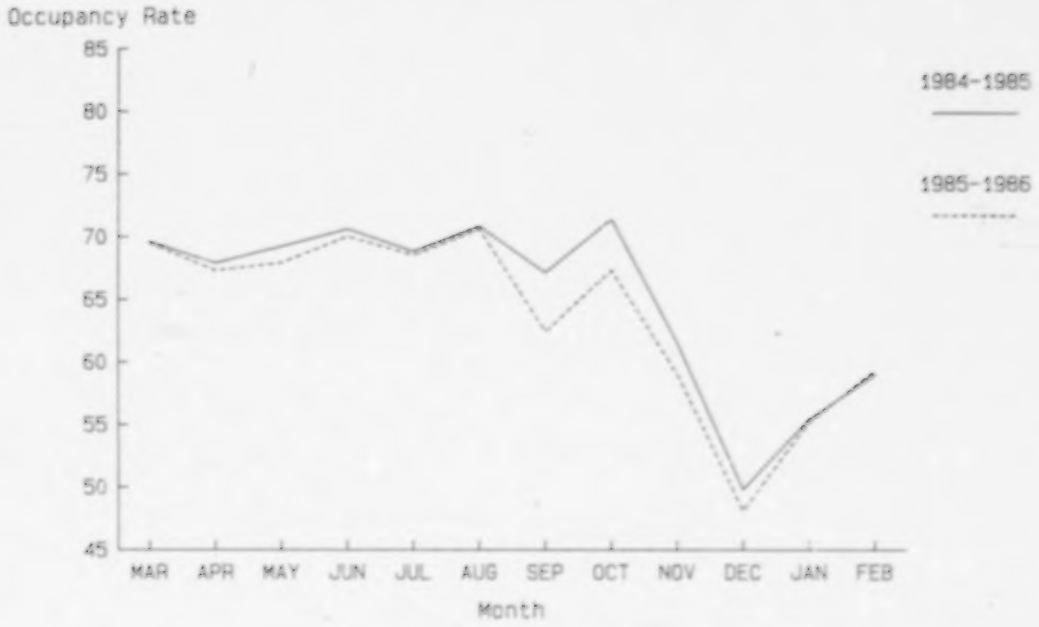
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	65.4%	2.2%
AFFILIATION:		
Chain	64.7	1.6
Independent	66.0	2.4
AREA:		
Northeast	73.4	5.3
Southeast	72.6	5.3
North Central	59.5	-0.1
South Central	53.0	-2.5
West	68.8	1.8
LOCATION:		
Center City	64.7	3.4
Suburban	62.1	-0.3
Highway	65.2	3.0
Airport	67.4	1.4
Resort	68.0	-0.4
SIZE:		
Under 150 rooms	63.3	0.0
150 to 299 rooms	64.2	2.5
300 to 600 rooms	64.1	1.0
Over 600 rooms	71.4	4.5
TYPE:		
Hotel	66.0	2.4
Motor Hotel	64.6	1.8

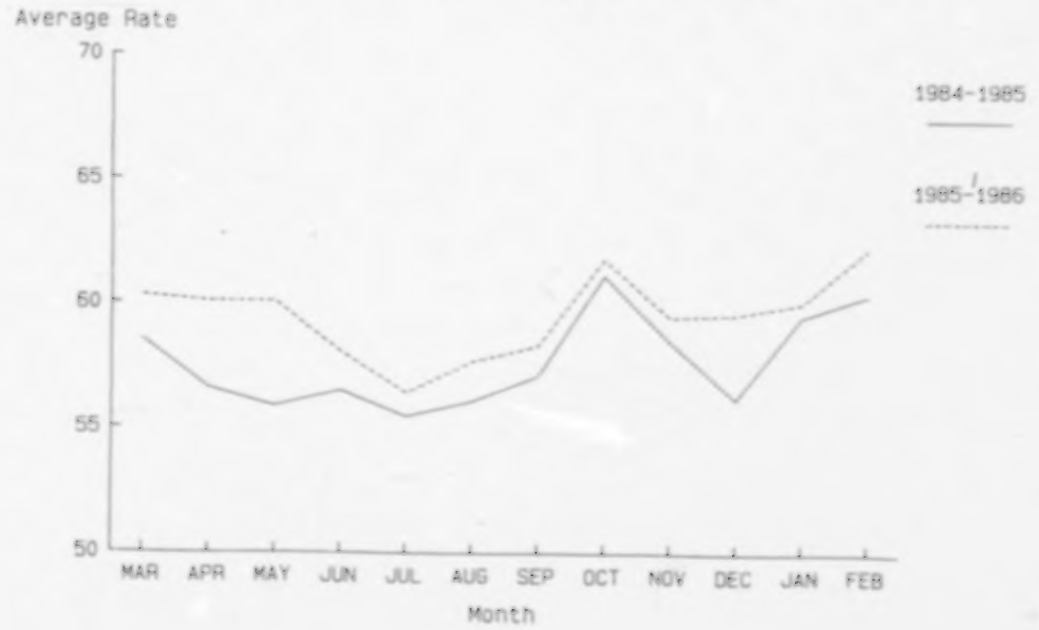
* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Bill Evans, Research Analyst
Research and Development

NATIONAL OCCUPANCY RATES
MARCH 1984 - FEBRUARY 1985
MARCH 1985 - FEBRUARY 1986



NATIONAL ROOM RATES
MARCH 1984 - FEBRUARY 1985
MARCH 1985 - FEBRUARY 1986



Source : Laventhol & Horwath

HOTEL DEVELOPMENT AND THE FEASIBILITY STUDY PROCESS

By Joseph E. Lavin

Why do you need a feasibility study?

With the looming spectre of overbuilding and the continuing proliferation of newly-segmented lodging products, the need for sophisticated market and financial analysis is greater than ever—no matter what type of hotel is being conceived. Further, potential lenders, management companies or franchisors won't seriously consider your project until has been reviewed by an independent third party.

But the best reason to do a study is for yourself, whether or not the project is viable to you should be the key question.

Who should perform your study?

There are two major ways to approach the selection process.

1. Qualification of the firm or company—factors and questions to consider include the following:

   - Depth of experience:
     - Ensure that they have undertaken studies not only in the local market, but in a number of diverse markets within the region.
     - Ensure that they have expertise and general knowledge of all tiers of the lodging market.
     - Ask to review samples of their work.
   - Reputation:
     - Key to your choice should be whether the firm is credible to lenders, management companies and franchisors.
     - Get references from several previous clients: Would they use them again?

2. Individual credentials—evaluate the credentials of the personnel doing the work.

Many times the study is only as good as the person performing it. Insist on meeting the individual before you retain the firm or company to do the study.

What should you pay.

Price is really not the issue—you want value. Saving a couple thousand dollars is not worth the risk when evaluating a multi-million dollar project, unless you are absolutely convinced you'll get quality, bankable work.

Dealing with Consultants

I have several recommendations:

- Tell the consultant you are looking for an objective opinion (even if you're not). Good consultants like to work under those ground rules and resent your trying to coerce them into reaching a biased conclusion.
- Let the consultant know that whatever the result, you are going to challenge his assumptions, date and analysis.
- Give the consultant time to do the work properly.
- Do your own research, but do not rely on it exclusively. Use it for two purposes:
  - To point out facts and sources to the consultant to help save time.
  - To have a ready base of data available with which to challenge findings.

Following these suggestions should simplify the feasibility study process and expedite the development of your hotel.

Joseph E. Lavin is Vice President of Development for Quality International, headquartered in Silver Spring, Maryland. This article has been reprinted with permission.

TREND REPORT FEBRUARY 1986 COMPARED WITH FEBRUARY 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	FEB	% CHG	FEB	% CHG	FEB	% CHG	FEB	% CHG
TOTAL	4.1	4.5	2.4	6.0	65.1	0.8	50.5	5.0	$ 64.61	3.4	$ 98.30	3.1
REGION												
Northeast	4.6	4.8	2.5	10.9	65.0	0.6	34.0	2.1	$ 90.85	5.8	$133.36	5.6
Southeast	7.0	9.0	2.3	6.7	78.9	5.3	78.3	4.4	69.39	3.6	105.77	1.6
North Central	4.6	5.4	2.4	6.5	55.2	0.9	35.3	5.7	45.45	4.6	73.06	3.7
South Central	-1.6	-2.9	1.5	-0.8	55.0	-2.0	39.6	7.9	52.26	-1.3	78.80	0.1
West	4.1	3.8	3.1	1.2	68.9	-2.5	45.2	1.8	62.31	3.8	96.30	4.0
AFFILIATION												
Chain	3.9	3.9	2.9	5.8	64.8	0.3	46.1	4.5	$ 63.96	3.2	$ 96.52	3.2
Independent	4.8	6.6	1.0	6.8	66.5	2.8	64.9	5.4	66.90	4.1	104.48	2.4
LOCATION												
Center City	3.8	2.7	4.1	8.4	61.1	-0.5	37.9	5.0	$ 77.80	4.4	$121.88	5.6
Suburban	0.9	1.8	-1.2	0.7	61.6	-0.3	40.4	-1.0	54.06	0.9	82.79	-
Airport	5.1	6.3	1.3	12.5	70.1	0.6	31.5	7.9	56.23	5.0	81.29	3.8
Highway	3.9	5.6	-0.6	-1.5	64.7	2.2	56.1	5.3	42.12	2.1	56.77	0.5
Resort	6.3	7.9	3.5	4.6	75.1	2.3	87.4	4.5	83.21	4.6	131.33	3.1
SIZE												
UNDER 150 ROOMS	2.1	3.5	-2.9	-1.7	61.8	-1.1	57.8	3.0	$ 41.41	3.4	$ 52.73	2.1
150 - 299 Rooms	4.7	5.5	0.6	8.2	65.2	1.9	48.1	6.2	57.68	3.0	86.12	2.3
300 - 600 Rooms	2.9	3.4	2.2	1.1	64.7	0.8	49.1	3.6	72.56	2.4	118.78	1.9
Over 600 Rooms	5.6	5.2	5.4	4.3	69.2	1.2	50.7	6.7	88.56	4.8	138.21	5.2
TYPE												
Hotel	4.2	4.4	2.6	7.0	66.0	0.5	47.3	4.4	$ 77.54	4.2	$126.11	4.0
Motor Hotel	3.6	4.5	0.8	1.7	65.4	0.9	56.6	6.0	49.22	3.2	65.62	2.3
Economy	5.1	5.1	8.8	-10.3	56.6	0.4	63.0	7.7	31.12	2.7	33.95	2.6
All Suites	5.8	6.4	5.9	-1.5	74.3	7.1	47.2	3.3	69.90	-3.3	88.82	-3.8

- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF FEBRUARY 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	FEB	% CHG	FEB	% CHG	FEB	% CHG	FEB	% CHG
TOTAL	3.8	4.4	1.9	4.5	59.4	0.5	46.5	6.2	$ 62.29	3.1	$ 94.97	2.6
REGION												
Northeast	2.6	3.2	-	7.6	59.9	-1.0	32.4	5.9	$ 87.76	5.7	$131.49	5.0
Southeast	6.9	8.6	2.9	7.3	69.0	5.8	72.5	8.0	66.81	2.2	102.65	0.6
North Central	2.6	3.1	1.0	3.0	50.9	-1.0	33.0	6.1	46.92	4.2	73.21	3.6
South Central	1.9	1.0	3.8	3.9	53.0	-1.1	36.6	5.5	52.03	1.4	76.96	2.3
West	3.5	4.1	1.4	-2.9	63.4	-2.2	42.7	-1.2	60.76	2.7	94.33	2.1
AFFILIATION												
Chain	2.7	3.1	1.1	3.4	59.3	-0.2	42.6	5.7	60.93	2.4	91.82	2.1
Independent	7.4	8.8	4.3	8.5	59.9	2.7	59.7	7.2	66.09	5.3	105.68	3.9
LOCATION												
Center City	3.0	2.6	1.9	6.4	55.5	-0.7	37.1	6.0	74.66	3.9	115.13	4.2
Suburban	0.8	1.7	-1.0	-1.0	57.4	1.2	37.4	2.2	53.18	1.7	81.15	0.8
Airport	2.3	3.5	-0.3	0.1	65.6	-0.8	27.9	2.6	55.21	3.1	80.25	1.9
Highway	3.2	5.2	-2.5	-3.2	58.9	0.9	51.1	4.9	41.71	2.5	56.69	0.5
Resort	8.6	9.8	6.3	8.8	67.1	4.8	84.4	6.8	80.59	3.2	131.98	2.0
SIZE												
UNDER 150 ROOMS	2.9	4.2	-2.1	-3.2	57.4	-0.5	53.1	3.9	$ 40.62	3.4	$ 52.12	2.0
150 - 299 Rooms	3.8	4.5	-	6.1	58.6	0.3	43.2	6.1	55.84	3.3	84.18	2.6
300 - 600 Rooms	3.6	3.9	3.1	2.2	59.5	0.2	43.7	5.8	70.34	2.3	113.68	2.0
Over 600 Rooms	4.5	4.9	3.3	6.6	62.9	1.9	49.9	8.7	85.77	3.5	134.89	3.2
TYPE												
Hotel	3.9	4.4	2.1	5.1	60.1	0.2	44.0	5.0	73.63	3.7	119.96	3.3
Motor Hotel	2.6	3.6	-0.3	1.4	59.0	0.3	49.5	9.0	48.15	2.4	64.63	1.5
Economy	-6.2	6.1	10.4	-0.4	50.7	1.1	61.0	7.6	30.36	2.8	32.41	2.9
All Suites	8.4	8.5	7.7	3.9	66.4	-5.2	49.8	8.7	76.10	-0.2	100.56	-0.3

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF FEBRUARY 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	FEB	% CHG	FEB	% CHG	FEB	% CHG	FEB	% CHG
TOTAL	1.8	2.4	0.1	4.1	64.4	-2.0	52.2	2.0	$ 59.44	3.9	$ 89.84	3.3
REGION:												
Northeast	1.7	3.0	-2.8	6.7	70.4	-3.2	42.5	1.7	$ 84.65	6.7	$125.07	5.2
Southeast	3.9	4.4	2.4	5.5	67.0	0.4	84.2	0.8	60.91	3.0	94.26	2.5
North Central	4.6	6.2	1.2	5.5	62.9	-0.6	40.3	2.3	48.41	6.2	74.98	4.6
South Central	-3.1	-3.2	-3.6	1.1	56.7	-4.9	39.7	-1.5	51.59	1.3	76.27	1.4
West	2.3	2.4	2.4	-0.2	68.0	-1.6	49.5	4.0	58.12	3.1	87.86	3.1
AFFILIATION:												
Chain	1.5	2.2	-0.5	.3	64.7	-2.4	48.7	1.2	58.75	3.9	87.44	3.3
Independent	3.0	3.3	1.9	.1	62.8	-0.5	65.9	4.1	62.88	3.6	101.36	3.4
LOCATION:												
Center City	1.1	1.7	-1.2	4.2	62.8	-2.2	44.1	1.8	72.86	4.7	110.78	4.0
Suburban	1.3	2.2	-0.9	2.2	63.8	-2.7	41.9	1.9	52.32	4.0	78.78	3.1
Airport	2.5	3.1	0.9	4.7	67.6	-1.9	31.7	-1.2	54.45	3.7	80.94	3.1
Highway	1.6	2.2	0.2	-1.0	64.4	-2.1	59.2	3.1	41.05	3.1	55.93	2.6
Resort	3.9	4.0	3.2	7.2	66.3	-0.5	102.3	1.5	72.87	3.1	120.90	3.0
SIZE:												
UNDER 150 ROOMS	1.7	2.3	-0.9	2.1	64.9	-1.5	61.0	1.5	$ 40.38	3.2	$ 52.74	2.4
150 - 299 Rooms	1.1	1.7	-0.6	2.6	63.6	-3.0	48.4	3.4	52.95	4.1	78.79	3.6
300 - 600 Rooms	2.3	2.7	1.3	3.0	62.7	-1.9	46.5	1.8	65.50	3.3	104.01	2.9
Over 600 Rooms	2.2	2.9	-0.4	6.5	67.4	-0.7	57.4	1.2	83.71	4.5	131.44	3.8
TYPE:												
Hotel	2.0	2.6	0.2	4.2	64.2	-1.8	48.6	2.1	69.70	4.2	112.51	3.6
Motor Hotel	1.6	1.8	-0.3	3.7	64.5	-2.6	55.7	2.4	47.81	3.5	64.84	2.9
Economy	3.2	3.1	4.5	2.7	64.0	-1.1	71.0	1.4	30.30	3.5	31.55	3.5
All Suites	1.5	0.9	4.1	5.4	67.6	-3.0	75.5	-2.3	73.09	1.4	89.02	2.0

FOOD AND BEVERAGE REPORT - FEBRUARY 1986 COMPARED WITH FEBRUARY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$39.32	$38.57	$10.07	$ 9.63	0.32	0.33	0.22	0.22	46.4	47.1	$ 6.54	$ 6.48	-0.7
REGION:													
Northeast	$38.90	$37.87	$12.01	$11.52	0.29	0.30	0.19	0.20	57.6	58.1	$ 9.58	$ 9.40	-1.2
Southeast	38.01	38.93	9.54	9.29	0.32	0.33	0.23	0.22	38.7	39.2	5.27	5.34	2.4
North Central	36.52	35.99	8.13	7.87	0.35	0.36	0.23	0.23	43.7	44.0	4.90	4.77	-2.7
South Central	34.68	33.46	9.52	9.22	0.32	0.33	0.22	0.23	45.9	48.1	6.30	6.47	-1.8
West	47.92	45.16	10.66	9.87	0.31	0.32	0.22	0.22	49.1	49.3	6.99	6.69	-2.0
AFFILIATION:													
Chain	$36.98	$35.91	$ 9.76	$ 9.34	0.31	0.32	0.21	0.21	46.2	47.4	$ 6.39	$ 6.39	-0.1
Independent	47.83	48.47	10.99	10.47	0.33	0.34	0.24	0.24	47.1	46.3	7.04	6.79	-2.4
LOCATION:													
Center City	$40.04	$37.76	$11.38	$10.87	0.30	0.31	0.20	0.20	53.2	54.4	$ 8.37	$ 8.32	0.5
Suburban	36.46	36.44	9.10	8.93	0.33	0.34	0.24	0.24	45.9	44.9	5.95	5.76	-4.1
Airport	30.42	30.61	7.93	7.63	0.32	0.33	0.22	0.22	41.5	41.6	4.46	4.57	3.0
Highway	30.14	31.23	8.36	7.74	0.36	0.36	0.25	0.26	41.5	42.4	4.09	4.01	-4.3
Resort	50.45	50.49	10.47	9.89	0.32	0.33	0.22	0.22	38.8	39.9	5.69	5.69	-0.5
SIZE:													
UNDER 150 ROOMS	$38.00	$38.13	$ 7.62	$ 7.25	0.36	0.37	0.29	0.30	41.0	40.3	$ 4.47	$ 4.23	-7.6
150 - 299 Rooms	33.28	33.42	8.22	7.92	0.34	0.35	0.23	0.23	45.4	45.9	5.05	5.05	-0.7
300 - 600 Rooms	43.30	41.73	10.95	10.29	0.32	0.32	0.22	0.21	45.9	46.3	7.07	6.84	-2.7
Over 600 Rooms	41.55	40.47	11.41	11.16	0.28	0.30	0.19	0.19	49.0	50.7	7.78	8.00	3.8
TYPE:													
Hotel	$44.19	$42.93	$10.41	$ 9.99	0.31	0.32	0.21	0.21	46.8	47.3	$ 6.82	$ 6.74	-0.6
Motor Hotel	25.44	25.76	8.36	8.07	0.34	0.35	0.22	0.24	43.6	44.5	5.00	5.01	0.7
Economy	18.96	19.07	3.26	3.37	0.31	0.30	0.55	0.55	24.6	23.3	*	*	-7.4
All Suites	42.55	42.30	13.41	10.22	0.30	0.35	0.27	0.28	57.6	65.0	10.80	10.06	-14.7

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF FEBRUARY 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$37.89	$37.34	$ 9.75	$ 9.38	0.33	0.34	0.22	0.22	49.3	49.7	$ 6.74	$ 6.64	-1.0
REGION:													
Northeast	$40.80	$40.01	$11.38	$11.13	0.32	0.32	0.20	0.20	58.3	58.7	$ 9.27	$ 9.18	-1.7
Southeast	37.76	38.93	9.67	9.39	0.33	0.34	0.23	0.22	41.7	41.9	5.80	5.83	2.7
North Central	34.63	33.71	8.17	7.94	0.36	0.37	0.23	0.24	49.2	48.6	5.48	5.35	-1.3
South Central	30.58	29.16	8.70	8.42	0.34	0.35	0.22	0.22	47.0	49.2	6.06	6.06	-0.8
West	44.89	43.55	10.38	9.70	0.33	0.33	0.22	0.22	52.5	52.0	7.34	6.92	-4.0
AFFILIATION:													
Chain	34.91	34.46	9.37	9.11	0.33	0.33	0.21	0.21	49.2	49.5	6.52	6.46	-1.1
Independent	50.73	50.12	10.95	10.27	0.34	0.35	0.25	0.24	49.5	50.2	7.51	7.27	-0.8
LOCATION:													
Center City	39.11	37.72	10.94	10.59	0.32	0.32	0.21	0.21	55.9	56.2	8.51	8.32	-1.5
Suburban	32.42	32.08	8.48	8.34	0.35	0.36	0.23	0.23	47.4	46.9	5.76	5.69	-2.6
Airport	29.23	29.40	8.07	7.78	0.34	0.34	0.22	0.22	45.3	43.6	5.07	4.79	-1.7
Highway	28.81	29.91	8.02	7.71	0.37	0.36	0.24	0.25	44.2	43.4	4.46	4.28	-4.3
Resort	53.01	53.14	10.81	10.22	0.33	0.34	0.22	0.22	42.9	45.3	6.36	6.58	3.5
SIZE:													
UNDER 150 ROOMS	$35.98	$35.90	$ 7.66	$ 7.32	0.38	0.38	0.27	0.28	43.6	43.4	$ 4.58	$ 4.43	-5.6
150 - 299 Rooms	31.50	31.33	8.14	7.98	0.35	0.36	0.23	0.24	47.9	47.5	5.46	5.41	-0.1
300 - 600 Rooms	40.88	39.74	10.45	9.83	0.33	0.33	0.22	0.22	49.2	49.7	7.23	6.94	-2.0
Over 600 Rooms	42.66	42.37	11.35	11.14	0.31	0.32	0.20	0.19	51.8	53.0	8.24	8.39	1.0
TYPE:													
Hotel	42.74	41.86	10.13	9.75	0.33	0.33	0.22	0.21	49.5	49.7	7.00	6.85	-1.1
Motor Hotel	24.23	24.42	7.90	7.73	0.36	0.36	0.22	0.23	46.7	46.4	5.23	5.15	-0.5
Economy	13.85	15.00	3.48	3.44	0.32	0.31	0.55	0.55	26.6	25.2	1.28	1.26	7.7
All Suites	53.81	51.89	15.51	12.80	0.30	0.35	0.27	0.27	59.1	69.0	13.33	13.61	-7.7

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF FEBRUARY 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$33.81	$33.19	$ 9.37	$ 8.98	0.33	0.34	0.22	0.22	46.8	46.3	$ 6.12	$ 5.87	-2.9
REGION:													
Northeast	$38.05	$37.80	$11.42	$10.97	0.31	0.32	0.20	0.20	51.6	50.4	$ 8.48	$ 7.97	-5.9
Southeast	33.52	33.06	9.30	8.95	0.33	0.34	0.22	0.22	42.6	42.1	5.71	5.48	-0.4
North Central	32.65	32.26	8.43	8.02	0.34	0.34	0.22	0.22	43.9	43.6	4.99	4.79	-2.3
South Central	27.47	27.09	8.39	8.15	0.34	0.35	0.22	0.23	47.1	47.2	5.77	5.64	-6.0
West	37.85	36.51	9.50	9.03	0.33	0.34	0.22	0.22	48.6	48.2	6.02	5.75	-1.3
AFFILIA[illegible]													
Chain	31.40	30.86	9.14	8.78	0.33	0.33	0.21	0.21	47.1	46.4	6.09	5.82	-3.3
Indepe[illegible]	46.63	45.87	10.20	9.73	0.35	0.35	0.23	0.23	45.5	45.8	6.24	6.05	-1.7
LOCATION:													
Center City	36.52	35.89	10.60	10.14	0.31	0.32	0.21	0.21	50.4	50.1	7.55	7.20	-4.7
Suburban	29.20	28.90	8.33	8.06	0.35	0.35	0.22	0.23	45.4	44.7	5.32	5.12	-2.7
Airport	28.47	27.94	8.35	7.95	0.34	0.34	0.22	0.22	44.1	43.3	4.97	4.78	-1.8
Highway	26.05	25.66	7.74	7.32	0.37	0.38	0.24	0.24	43.2	41.6	4.53	4.24	-2.9
Resort	47.72	46.37	10.01	9.62	0.34	0.35	0.22	0.22	42.7	42.5	5.66	5.45	-0.4
SIZE:													
UNDER 150 ROOMS	$32.92	$32.52	$ 7.31	$ 7.05	0.37	0.38	0.25	0.25	42.9	41.7	$ 4.18	$ 3.98	-3.6
150 - 299 Rooms	27.33	26.68	8.02	7.74	0.35	0.35	0.23	0.23	45.1	44.0	5.04	4.79	-2.5
300 - 600 Rooms	35.53	34.83	9.81	9.36	0.33	0.34	0.22	0.22	48.4	48.5	6.61	6.40	-1.6
Over 600 Rooms	41.32	40.95	11.57	11.04	0.30	0.31	0.19	0.19	47.4	47.2	7.84	7.44	-5.1
TYPE:													
Hotel	38.86	38.13	9.94	9.52	0.33	0.33	0.21	0.22	47.3	47.0	6.56	6.29	-3.1
Motor Hotel	22.62	22.32	7.48	7.22	0.35	0.36	0.22	0.22	43.9	42.5	4.61	4.35	-2.3
Economy	7.61	7.42	3.31	3.24	0.33	0.33	*	*	31.3	34.9	*	*	0.8
All Suites	29.42	27.19	13.36	11.97	0.32	0.36	0.25	0.26	60.9	68.5	12.02	12.13	-6.6

* INSUFFICIENT RESPONSE

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

MARCH 1986 COMPARED WITH MARCH 1985

LARGE DROP IN OCCUPANCY RATES

The month of March was disappointing as the national occupancy rate fell 4.7 percent to 66.5 percent compared with March of last year. The Southeast sector was the only region to report any increase in occupancies in March, while the remaining regions had declining occupancy rates falling as much as 10.3 percent. Occupancies for resort properties remained the same as last year, while occupancy rates for all other locations fell—suburban properties being hit the hardest as they dropped 10.2 percent. Double occupancies seem to be utilized more frequently as these percentages increased throughout the nation.

Food and beverage operations had a difficult month in March as the number of covers served fell 4.6 percent. Although this figure dropped, food and beverage sales per occupied room and the average receipt per cover both increased compared with March of 1985.

Reviewing the first quarter of 1986, the national occupancy rate, standing at 61.8 percent, remains 1.6 below the reported quarterly rate of 1985. Lodging operations in the Southeast region of the country appear to be picking up as they were the only sector to report an increase in occupancy. The same can be said for those properties located in resort areas which reported a 3.0 percent increase in occupancy for the first quarter of the year.

Food and beverage operations were not encouraging during the first quarter of the year. The number of covers served fell 2.4 percent during this period compared with the corresponding months of 1985. The decrease in the number of travelers utilizing restaurant facilities is usually accompanied with increasing food and beverage sales per occupied room as well as higher average receipts per cover—which are commonly used to compensate for falling covers.

		Projections	Actual Last Year
MAY	1985	64-66%	67.9%
JUNE	1986	68-70%	70.0%
JULY	1986	66-68%	68.5%

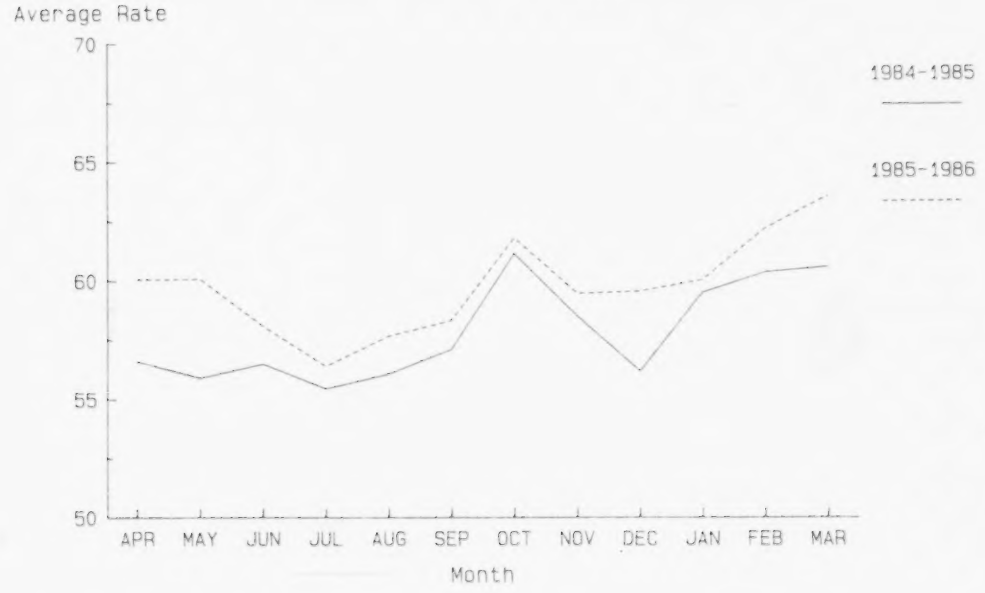
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.4%	-2.0%
AFFILIATION:		
Chain	62.6	-2.1
Independent	63.1	-2.9
AREA:		
Northeast	67.1	-6.3
Southeast	72.9	0.3
North Central	57.2	-2.3
South Central	51.9	-1.1
West	63.5	-5.3
LOCATION:		
Center City	58.7	-6.0
Suburban	57.8	-4.3
Highway	62.9	-2.3
Airport	65.4	2.0
Resort	68.6	0.6
SIZE:		
Under 150 rooms	62.3	-1.0
150 to 299 rooms	59.6	-4.6
300 to 600 rooms	61.8	-2.3
Over 600 rooms	68.5	-2.9
TYPE:		
Hotel	62.8	-3.2
Motor Hotel	63.1	-1.5
Economy	62.0	5.4

* FROM PREVIOUS MONTH

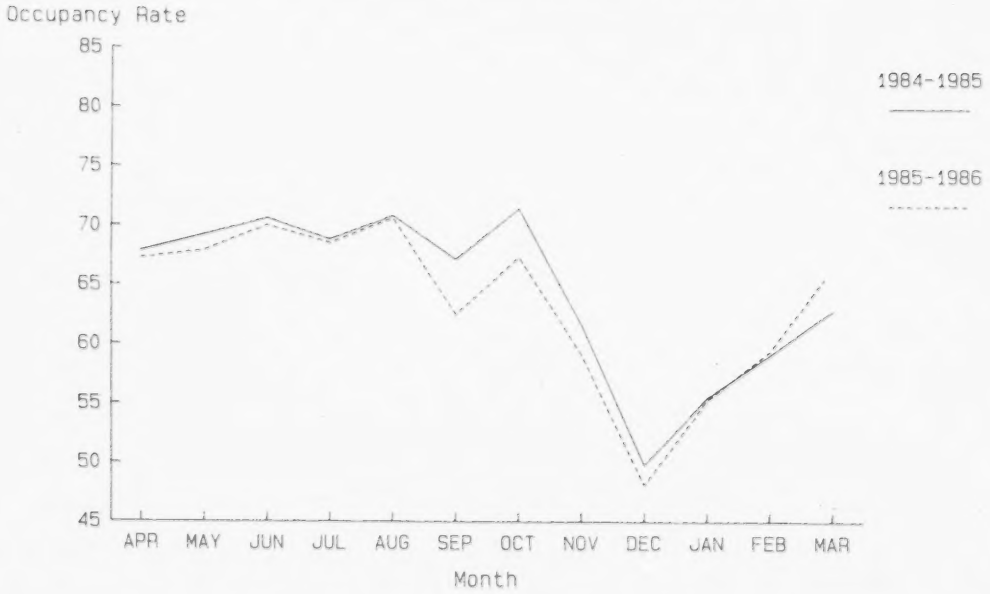
Mark Lomanno, Associate Director
Bill Evans, Research Analyst
Research and Development

NATIONAL ROOM RATES
APRIL 1984 - MARCH 1985
APRIL 1985 - MARCH 1986



Source: Laventhol & Horwath

NATIONAL OCCUPANCY RATES
APRIL 1984 - MARCH 1985
APRIL 1985 - MARCH 1986



Source: Laventhol & Horwath

TREND REPORT MARCH 1986 COMPARED WITH MARCH 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAR	% CHG	MAR	% CHG	MAR	% CHG	MAR	% CHG
TOTAL	-1.0	-	-4.7	-0.7	66.5	-4.7	57.6	7.7	$ 63.59	3.5	$ 93.98	2.4
REGION:												
NORTHEAST	-1.0	0.6	-5.6	1.4	65.6	-3.5	40.8	4.3	$ 86.78	5.6	$126.15	3.9
SOUTHEAST	5.1	7.2	-0.7	8.1	83.3	1.7	88.3	5.4	72.47	4.0	107.34	1.9
NORTH CENTRAL	-3.5	-2.6	-5.0	-4.9	57.4	-7.1	37.8	3.0	45.76	4.6	69.51	3.8
SOUTH CENTRAL	-11.0	-11.1	-11.8	-7.1	56.0	-10.3	38.9	9.9	51.31	-1.6	74.56	-1.5
WEST	0.1	0.3	-3.3	-14.0	67.2	-7.1	53.1	6.0	59.09	2.2	88.59	2.0
AFFILIATION:												
CHAIN	-1.4	-0.5	-5.3	-0.6	66.3	-4.9	53.9	7.6	$ 61.42	2.9	$ 89.61	2.0
INDEPENDENT	0.3	2.0	-2.8	-1.2	66.9	-5.0	70.4	7.5	72.88	5.7	112.69	4.1
LOCATION:												
CENTER CITY	-2.7	-1.8	-5.3	-5.3	62.0	-5.6	43.5	6.1	$ 74.82	4.2	$111.65	3.4
SUBURBAN	-8.9	-7.5	-12.2	-9.0	59.7	-10.2	42.9	10.3	52.05	1.9	75.68	0.5
AIRPORT	-0.4	0.6	-8.1	-0.2	70.8	-3.9	33.2	6.4	57.04	1.5	82.62	0.5
HIGHWAY	-0.1	0.7	-4.6	5.3	66.7	-3.9	67.0	4.4	43.17	2.9	58.11	2.0
RESORT	5.0	6.6	1.1	8.1	79.6	-	105.5	7.2	86.72	3.2	135.88	1.7
SIZE:												
UNDER 150 ROOMS	-1.1	-0.4	-5.6	4.0	64.4	-4.7	68.0	10.7	$ 41.90	2.7	$ 53.60	2.1
150 - 299 ROOMS	-4.4	-3.5	-7.1	-10.9	64.4	-6.3	52.7	5.6	56.32	2.4	81.59	1.4
300 - 600 ROOMS	-0.2	1.0	-3.2	2.4	66.3	-4.5	53.9	7.6	69.28	3.6	107.51	2.4
OVER 600 ROOMS	1.4	2.8	-4.1	5.6	72.4	-3.5	61.9	7.7	89.42	3.8	136.44	2.4
TYPE:												
HOTEL	-0.7	0.5	-4.4	-0.8	66.1	-5.0	53.1	5.4	$ 74.62	3.9	$117.00	2.7
MOTOR HOTEL	-3.2	-2.0	-7.9	-1.0	67.5	-5.3	61.0	11.1	50.21	2.7	67.08	1.5
ECONOMY	1.3	1.7	-8.9	-9.1	62.7	-2.9	77.0	2.7	31.49	3.7	32.69	3.3
ALL SUITES	4.2	2.8	10.3	2.8	73.2	0.3	76.5	17.9	84.91	-0.9	115.60	0.4

- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF MARCH 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAR	% CHG	MAR	% CHG	MAR	% CHG	MAR	% CHG
TOTAL	1.9	2.6	-0.7	2.5	61.8	-1.6	50.1	6.6	$ 62.52	3.2	$ 94.34	2.5
REGION:												
NORTHEAST	1.2	2.1	-2.1	5.2	61.8	-2.1	35.6	5.3	$ 87.19	5.6	$129.34	4.7
SOUTHEAST	6.1	8.0	1.3	7.7	74.2	4.1	78.8	6.6	69.13	2.9	104.50	1.2
NORTH CENTRAL	0.6	1.1	-0.6	0.8	53.0	-3.1	35.0	5.1	46.79	4.3	73.09	3.8
SOUTH CENTRAL	-3.4	-4.0	-2.4	-0.5	54.2	-4.7	37.4	6.9	51.74	0.3	76.07	0.9
WEST	2.3	2.7	-0.6	-7.3	64.5	-3.7	44.9	1.1	59.75	2.3	91.50	1.9
LOCATION:												
CENTER CITY	1.0	1.0	-0.6	2.6	57.5	-2.4	39.3	5.6	74.31	4.0	113.59	4.0
SUBURBAN	-2.8	-1.9	-4.9	-3.8	58.1	-4.8	39.3	5.4	52.84	1.9	79.31	0.9
AIRPORT	2.1	3.0	-3.3	-0.4	67.8	-1.9	29.6	3.5	56.13	2.3	82.10	1.4
HIGHWAY	1.4	2.9	-3.8	-0.6	61.5	-1.3	57.0	4.6	42.23	2.3	57.25	0.8
RESORT	7.1	8.4	4.2	8.5	71.7	3.0	92.2	6.6	83.02	3.2	133.43	1.9
SIZE:												
UNDER 150 ROOMS	1.3	2.4	-3.4	0.3	59.5	-2.1	58.2	6.4	$ 40.89	3.0	$ 52.33	1.9
150 - 299 ROOMS	0.5	1.2	-2.5	-0.5	60.7	-2.3	46.3	5.5	55.91	2.8	83.26	2.2
300 - 600 ROOMS	2.0	2.5	0.7	2.2	62.0	-1.6	46.8	6.4	69.69	2.7	111.05	2.1
OVER 600 ROOMS	3.0	4.4	0.2	6.0	66.1	-	54.0	7.6	87.07	3.6	135.57	2.9
TYPE:												
HOTEL	2.0	2.7	-0.5	2.2	62.1	-1.9	46.6	5.0	73.48	3.7	118.04	3.0
MOTOR HOTEL	0.3	1.3	-3.3	0.5	62.0	-1.9	53.4	9.4	48.92	2.4	65.67	1.4
ECONOMY	4.2	4.3	5.4	-4.0	56.7	-0.5	67.5	5.1	30.68	3.1	32.33	2.9
ALL SUITES	7.8	6.7	9.1	12.7	68.3	2.7	62.4	12.0	81.72	0.5	113.62	1.5

- NO CHANGE

TWELVE-MONTH VARIATION REPORT - AS OF MARCH 1986

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	1.3	1.9	-0.6	0.7	-4.0	3.4	3.1	3.6	1.6	5.7	5.1	5.1	3.1
REGION:													
NORTHEAST	1.2	2.6	-3.3	-2.4	-5.6	6.0	4.9	6.4	0.1	9.8	5.8	7.3	2.4
SOUTHEAST	3.9	4.6	1.7	3.1	-1.7	5.9	2.3	3.0	0.5	4.4	3.7	3.7	2.8
NORTH CENTRAL	4.3	5.8	1.0	2.0	-1.5	5.5	4.7	6.1	1.6	6.0	4.6	4.7	3.2
SOUTH CENTRAL	-4.3	-4.5	-4.5	-2.8	-8.9	-0.6	1.0	0.7	1.5	5.3	5.7	5.6	2.4
WEST	1.9	1.9	1.6	3.1	-2.6	-2.1	2.8	2.8	3.3	-	5.8	4.0	5.0
AFFILIATION:													
CHAIN	1.1	1.7	-1.1	0.4	-4.7	3.0	3.0	3.6	1.5	5.3	5.2	5.6	3.5
INDEPENDENT	2.4	2.8	1.1	2.0	-1.5	5.2	3.3	3.7	1.5	6.3	4.4	3.2	1.4
LOCATION:													
CENTER CITY	0.6	1.2	-1.6	-0.4	-5.0	3.4	3.9	4.5	1.8	7.2	5.7	6.3	2.9
SUBURBAN	0.3	1.2	-2.1	-0.5	-5.8	1.0	2.7	3.6	0.9	3.6	4.9	4.9	3.3
AIRPORT	2.1	2.7	-	1.1	-2.9	3.2	2.7	3.3	1.2	3.9	5.3	4.8	3.7
HIGHWAY	1.3	1.9	-0.6	1.1	-4.5	-0.7	2.2	2.9	0.8	0.5	4.7	4.1	4.2
RESORT	3.8	4.1	2.5	3.8	-0.7	7.5	2.7	3.0	2.0	6.0	4.3	3.9	3.1
SIZE:													
UNDER 150 ROOMS	1.3	2.0	-1.6	-0.7	-3.9	2.4	2.2	2.9	1.0	3.6	4.0	4.3	4.0
150 - 299 ROOMS	0.4	0.9	-1.4	-0.1	-4.2	1.4	3.3	3.8	2.1	4.9	6.3	5.6	5.6
300 - 600 ROOMS	1.6	2.0	0.6	2.2	-3.5	2.5	2.7	3.1	2.0	3.6	4.7	4.1	2.2
OVER 600 ROOMS	2.3	2.9	-0.9	0.4	-4.4	6.1	3.5	4.3	0.3	8.0	4.4	5.8	1.2
TYPE:													
HOTEL	1.4	2.1	-0.5	0.8	-4.0	3.2	3.3	4.0	1.6	5.6	5.1	5.2	2.8
MOTOR HOTEL	0.7	1.3	-1.5	-0.1	-4.8	3.2	2.7	3.2	0.9	5.1	5.9	5.9	5.6
ECONOMY	2.9	3.0	3.3	3.3	*	1.6	3.4	3.4	0.4	0.6	3.8	1.3	-7.2
ALL SUITES	3.7	2.4	6.8	9.2	1.2	11.0	3.4	2.0	8.4	10.9	3.7	4.6	1.7

* INSUFFICIENT RESPONSE
\- NO CHANGE

FOOD AND BEVERAGE REPORT - MARCH 1986 COMPARED WITH MARCH 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$33.80	$33.75	$ 9.37	$ 9.15	0.32	0.32	0.22	0.21	45.2	43.0	$ 6.02	$ 5.78	-4.6
REGION:													
NORTHEAST	$37.06	$37.73	$11.56	$11.36	0.31	0.30	0.21	0.20	52.4	49.5	$ 8.67	$ 8.28	-2.8
SOUTHEAST	34.53	35.58	9.26	8.84	0.32	0.32	0.22	0.22	39.5	37.9	5.55	5.39	-1.4
NORTH CENTRAL	30.22	28.69	8.20	8.18	0.34	0.35	0.22	0.22	45.1	41.9	5.14	4.85	-3.6
SOUTH CENTRAL	26.89	27.00	8.06	8.45	0.33	0.33	0.22	0.22	45.6	42.6	4.99	5.00	-4.3
WEST	39.97	39.04	9.78	9.15	0.33	0.33	0.22	0.22	48.5	46.9	6.05	5.58	-9.8
AFFILIATION:													
CHAIN	$30.82	$30.99	$ 9.07	$ 8.90	0.32	0.32	0.21	0.21	44.6	42.0	$ 5.73	$ 5.49	-4.6
INDEPENDENT	47.34	46.30	10.34	9.97	0.33	0.34	0.24	0.23	47.3	46.3	7.07	6.85	-4.7
LOCATION:													
CENTER CITY	$35.80	$35.52	$10.92	$10.88	0.31	0.31	0.22	0.20	50.3	47.7	$ 7.79	$ 7.70	-1.6
SUBURBAN	26.50	26.29	7.82	7.87	0.34	0.34	0.23	0.22	45.2	40.9	4.66	4.28	-9.9
AIRPORT	26.42	27.66	8.18	8.03	0.33	0.33	0.22	0.21	43.4	40.5	4.78	4.36	-8.9
HIGHWAY	25.37	25.90	7.76	7.52	0.35	0.35	0.24	0.24	40.5	39.9	4.18	4.16	-3.0
RESORT	47.47	47.90	10.05	9.48	0.33	0.32	0.22	0.21	40.7	39.4	6.07	5.95	-2.9
SIZE:													
UNDER 150 ROOMS	$32.28	$32.10	$ 7.72	$ 7.30	0.36	0.37	0.25	0.24	40.5	40.4	$ 4.55	$ 4.48	-7.6
150 - 299 ROOMS	26.98	26.87	7.98	7.91	0.35	0.35	0.24	0.23	46.2	44.1	5.10	4.94	-4.6
300 - 600 ROOMS	34.38	34.03	9.64	9.31	0.32	0.33	0.22	0.22	46.3	44.3	6.25	5.85	-5.8
OVER 600 ROOMS	42.11	43.16	11.68	11.62	0.30	0.29	0.19	0.19	44.2	41.2	7.73	7.68	-1.2
TYPE:													
HOTEL	$38.57	$38.43	$ 9.84	$ 9.58	0.32	0.32	0.22	0.21	45.6	43.2	$ 6.37	$ 6.11	-4.7
MOTOR HOTEL	21.94	22.36	7.55	7.59	0.35	0.34	0.23	0.22	41.8	39.0	4.57	4.40	-5.0
ECONOMY	5.47	6.20	*	*	0.30	0.33	*	*	27.7	28.5	*	*	*
ALL SUITES	47.47	46.55	12.82	11.76	0.31	0.36	0.28	0.27	55.7	61.2	9.81	10.07	1.9

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF MARCH 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.37	$35.77	$ 9.59	$ 9.28	0.33	0.33	0.22	0.22	47.7	47.0	$ 6.45	$ 6.28	-2.4
REGION:													
NORTHEAST	$39.50	$39.21	$11.42	$11.19	0.31	0.31	0.20	0.20	56.2	55.2	$ 9.04	$ 8.85	-2.1
SOUTHEAST	36.22	37.31	9.51	9.17	0.33	0.33	0.23	0.22	40.8	40.2	5.70	5.65	1.0
NORTH CENTRAL	34.15	32.76	8.33	8.13	0.35	0.36	0.23	0.23	47.5	46.2	5.43	5.23	-2.0
SOUTH CENTRAL	29.21	28.28	8.45	8.44	0.33	0.34	0.22	0.22	46.3	46.2	5.59	5.59	-2.2
WEST	42.68	41.67	10.05	9.43	0.33	0.33	0.22	0.22	51.1	49.9	6.81	6.36	-6.0
AFFILIATION:													
CHAIN	33.41	33.16	9.25	9.02	0.33	0.33	0.21	0.21	47.5	46.6	6.21	6.07	-2.4
INDEPENDENT	49.53	48.71	10.69	10.11	0.34	0.34	0.24	0.24	48.6	48.6	7.32	7.07	-2.3
LOCATION:													
CENTER CITY	38.11	37.37	10.94	10.69	0.31	0.32	0.21	0.21	53.7	52.9	8.23	8.08	-1.5
SUBURBAN	30.45	29.97	8.23	8.16	0.35	0.35	0.23	0.23	46.6	44.8	5.36	5.17	-5.1
AIRPORT	28.58	29.19	8.11	7.86	0.33	0.34	0.22	0.22	45.1	42.9	4.99	4.64	-4.5
HIGHWAY	27.50	28.46	7.94	7.67	0.36	0.36	0.24	0.24	42.7	41.6	4.35	4.23	-4.2
RESORT	50.64	50.83	10.54	9.95	0.33	0.34	0.22	0.22	42.0	42.9	6.26	6.34	1.1
SIZE:													
UNDER 150 ROOMS	$34.72	$34.66	$ 7.69	$ 7.32	0.37	0.38	0.26	0.26	42.2	42.1	$ 4.57	$ 4.45	-2.2
150 - 299 ROOMS	29.37	29.70	8.06	7.93	0.35	0.35	0.23	0.23	47.3	46.3	5.31	5.21	-1.9
300 - 600 ROOMS	38.21	37.31	10.11	9.59	0.33	0.33	0.22	0.22	48.1	47.6	6.81	6.48	-3.4
OVER 600 ROOMS	42.63	42.90	11.48	11.32	0.31	0.31	0.20	0.19	48.8	48.1	8.08	8.13	-0.1
TYPE:													
HOTEL	41.08	40.45	9.99	9.67	0.33	0.33	0.22	0.21	48.0	47.2	6.73	6.55	-2.5
MOTOR HOTEL	23.45	23.70	7.75	7.65	0.35	0.35	0.22	0.22	44.8	43.4	4.96	4.83	-2.4
ECONOMY	10.26	10.96	3.50	3.31	0.32	0.32	*	*	26.8	25.8	1.15	1.08	0.3
ALL SUITES	53.16	51.28	13.81	11.68	0.32	0.36	0.27	0.27	57.1	64.0	11.03	10.90	-5.2

* INSUFFICIENT RESPONSE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF MARCH 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$33.83	$33.30	$ 9.39	$ 9.02	0.33	0.34	0.22	0.22	47.1	46.4	$ 6.16	$ 5.91	-3.2
REGION:													
NORTHEAST	$38.09	$38.04	$11.45	$11.02	0.31	0.32	0.20	0.20	51.8	50.5	$ 8.52	$ 8.02	-5.9
SOUTHEAST	33.35	33.19	9.41	9.02	0.33	0.34	0.22	0.22	43.0	42.3	5.81	5.58	-0.8
NORTH CENTRAL	32.61	32.10	8.43	8.05	0.34	0.34	0.22	0.22	44.2	43.7	5.03	4.83	-2.2
SOUTH CENTRAL	27.56	27.15	8.33	8.17	0.34	0.35	0.22	0.23	47.2	47.0	5.70	5.37	-5.8
WEST	37.38	36.76	9.50	9.03	0.33	0.34	0.22	0.22	49.0	48.3	6.05	5.77	-2.3
AFFILIATION:													
CHAIN	31.53	30.94	9.15	8.81	0.33	0.33	0.21	0.21	47.3	46.4	6.10	5.84	-3.4
INDEPENDENT	46.47	45.77	10.25	9.79	0.35	0.35	0.23	0.23	46.2	46.3	6.37	6.17	-2.3
LOCATION:													
CENTER CITY	36.49	35.84	10.61	10.19	0.31	0.32	0.21	0.21	50.6	50.1	7.57	7.23	-4.4
SUBURBAN	29.37	28.80	8.29	8.06	0.35	0.35	0.22	0.23	45.6	44.7	5.31	5.10	-3.5
AIRPORT	28.40	28.05	8.33	7.96	0.34	0.34	0.22	0.22	44.7	43.5	5.00	4.78	-2.6
HIGHWAY	26.06	25.86	7.77	7.35	0.37	0.37	0.24	0.24	43.3	41.9	4.54	4.30	-3.1
RESORT	47.54	46.62	10.14	9.71	0.34	0.35	0.22	0.22	43.3	42.9	5.83	5.63	-1.0
SIZE:													
UNDER 150 ROOMS	$33.13	$32.41	$ 7.36	$ 7.09	0.37	0.38	0.25	0.25	42.8	41.6	$ 4.22	$ 4.02	-4.2
150 - 299 ROOMS	27.42	26.85	8.03	7.75	0.35	0.35	0.23	0.23	45.6	44.4	5.08	4.83	-2.9
300 - 600 ROOMS	35.49	34.80	9.83	9.39	0.33	0.34	0.22	0.22	48.6	48.3	6.63	6.39	-2.3
OVER 600 ROOMS	41.11	40.37	11.56	11.10	0.30	0.31	0.19	0.19	47.7	47.3	7.85	7.52	-4.5
TYPE:													
HOTEL	38.56	38.04	9.95	9.54	0.33	0.33	0.21	0.21	47.5	47.0	6.58	6.31	-3.4
MOTOR HOTEL	22.58	22.37	7.49	7.25	0.35	0.36	0.22	0.22	44.1	42.5	4.63	4.39	-2.6
ECONOMY	7.52	7.49	3.33	3.23	0.32	0.33	*	*	31.4	34.5	*	*	-0.7
ALL SUITES	36.62	33.79	12.42	11.31	0.34	0.36	0.26	0.27	58.9	63.8	10.35	10.24	-2.3

* INSUFFICIENT RESPONSE

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

APRIL 1986 COMPARED WITH APRIL 1985

OCCUPANCIES FALL
SECOND STRAIGHT MONTH

The April occupancy rate of 67.0 percent, represents a 0.4 percent decline from April of last year, and is the second consecutive monthly decline. On a regional basis, only the West reported an increase in occupancy compared with April 1985, with a 0.4 percent increase. The Southeast region continues to report the highest occupancy rate at 76.2 percent. The national year-to-date occupancy level through April, 63.2 percent, is a 1.4 percent decline over the same period last year.

The average daily rate for April was $62.43, a 3.9 percent increase over April, 1985. This rate of increase was far greater than the 1.6 percent increase in all consumer goods, as measured by the Consumer Price Index, for the month of April. The Northeast region which traditionally has the highest daily rates, posted the greatest rate increase in April, 6.1 percent. The year-to-date national daily rate for April, $62.37, is a 3.4 per cent increase over last year.

Total sales for hotels increased 4.7 percent over last year, the largest monthly increase this year. Total sales for the first four months this year a up 2.5 percent from 1985.

Food and beverage operations indicated a 1.2 percent decline in number of covers served for April, although F&B sales per occupied room rose 3.3 percent over last year to $36.14.

* * *

We are pleased to announce the printing of the 16th annual edition of the WORLDWIDE HOTEL INDUSTRY DIGEST, 1986. This publication provides in-depth commentary for major hotel markets around the world, along with tables on market data and trend performance. For a copy of this informative report, contact the Publications Department.

	Projections	Actual Last Year
JUNE 1986	68-70%	70.0%
JULY 1986	66-68%	68.5%
AUGUST 1986	69-71%	70.6%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

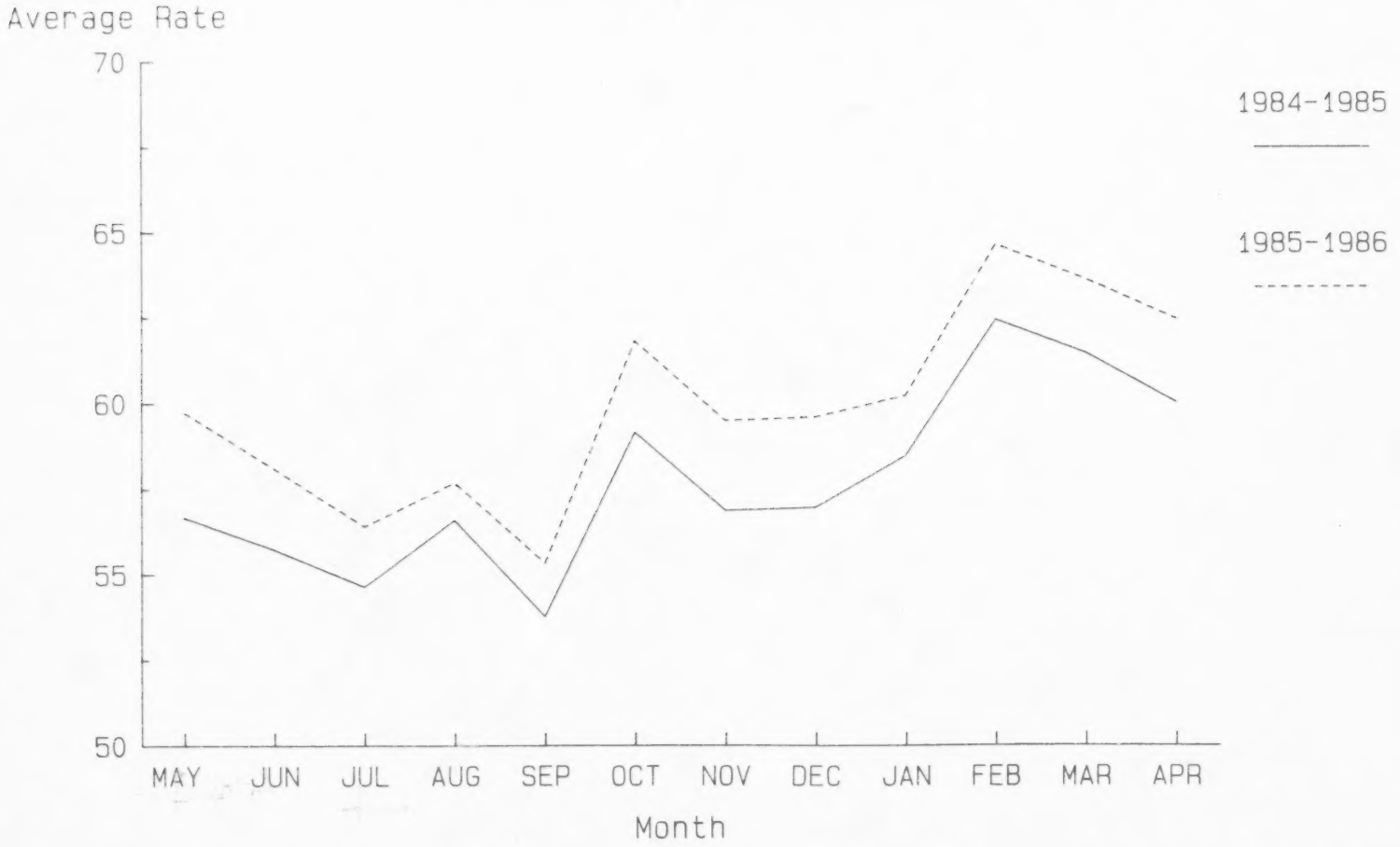
	This Month	Percentage Changes*
TOTAL U.S.A.	64.4%	1.0%
AFFILIATION:		
Chain	64.5	1.9
Independent	60.9	-2.2
AREA:		
Northeast	70.9	3.8
Southeast	75.3	2.7
North Central	62.3	5.1
South Central	55.4	3.5
West	66.2	2.7
LOCATION:		
Center City	63.0	4.3
Suburban	62.7	4.9
Highway	62.1	-0.8
Airport	65.1	-0.3
Resort	66.2	-2.4
SIZE:		
Under 150 rooms	63.4	1.1
150 to 299 rooms	61.4	1.8
300 to 600 rooms	63.3	1.5
Over 600 rooms	69.2	0.7
TYPE:		
Hotel	64.5	1.7
Motor Hotel	63.1	-
Economy	62.4	0.4

* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Bill Evans, Research Analyst
Research and Development

NATIONAL OCCUPANCY RATE
MAY 1984 - APRIL 1985
MAY 1985 - APRIL 1986

NATIONAL AVERAGE ROOM RATE
MAY 1984 - APRIL 1985
MAY 1985 - APRIL 1986



TREND REPORT APRIL 1986 COMPARED WITH APRIL 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	APR	% CHG	APR	% CHG	APR	% CHG	APR	% CHG
TOTAL	4.7	4.7	4.4	4.6	67.0	-0.4	54.1	-5.9	$ 62.43	3.9	$ 94.98	3.9
REGION:												
Northeast	4.7	5.1	4.1	2.4	72.5	-0.1	43.9	-7.0	$ 87.57	6.1	$131.08	5.6
Southeast	4.8	3.8	7.4	3.9	76.1	-0.5	88.9	-5.5	66.20	3.2	100.79	4.2
North Central	2.7	4.3	-0.9	5.0	64.1	-0.6	37.9	-2.8	49.78	5.1	77.85	3.6
South Central	0.1	0.4	-0.9	1.4	57.5	-1.7	46.0	-6.7	54.59	2.0	82.13	1.6
West	9.4	8.9	9.1	11.1	67.4	0.4	45.5	-7.9	59.45	3.7	90.91	4.2
AFFILIATION:												
Chain	4.4	4.4	4.0	4.8	67.5	-0.3	50.7	-5.8	$ 61.21	3.3	$ 92.45	3.3
Independent	5.8	6.0	5.7	3.7	64.6	-1.4	67.7	-6.2	68.19	6.6	106.94	6.4
LOCATION:												
Center City	7.8	7.6	7.0	10.7	66.0	1.4	42.8	-3.2	$ 75.35	6.0	$115.06	6.2
Suburban	-0.2	1.8	-4.2	-2.9	64.3	-2.4	38.6	-4.9	54.18	2.6	80.60	0.7
Airport	6.1	6.2	5.2	10.5	70.5	2.3	45.7	-17.4	56.63	2.1	84.95	2.0
Highway	0.5	1.1	-2.0	5.8	64.8	-3.1	58.6	-4.6	42.18	2.8	57.79	2.2
Resort	4.3	2.7	8.6	-1.7	72.8	-1.5	105.7	-4.0	75.79	1.4	125.99	2.9
SIZE:												
UNDER 75 ROOMS	4.4	13.2	12.5	9.1	57.7	-1.4	66.6	0.6	$ 34.10	2.9	$ 39.98	4.1
75 - 149 ROOMS	-1.2	-0.8	-3.2	-0.1	65.2	-3.4	58.0	-3.5	42.93	1.3	54.24	0.9
150 - 299 ROOMS	1.0	1.7	-1.4	0.4	64.9	-2.0	48.7	-6.0	54.75	3.2	82.02	2.5
300 - 600 ROOMS	4.5	5.1	3.3	4.7	67.0	0.3	56.5	-4.4	67.08	3.2	106.69	2.6
OVER 600 ROOMS	10.1	9.4	12.0	8.3	73.1	3.2	55.5	-8.9	85.59	4.3	136.05	4.9
TYPE:												
Hotel	6.2	6.4	5.7	4.9	67.7	1.2	50.4	-7.5	$ 71.83	4.1	$116.07	3.9
Motor Hotel	-1.0	-1.0	-1.8	3.2	65.8	-3.9	57.3	-5.9	49.45	2.2	66.85	2.2
Economy	0.5	1.0	-11.9	-2.1	62.6	-4.1	77.0	5.9	31.60	1.2	33.19	0.7
All Suites	9.9	11.8	5.6	4.7	74.0	7.2	68.4	1.0	79.28	1.1	110.91	-0.6

YEAR TO DATE TREND REPORT - AS OF APRIL 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	APR	% CHG	APR	% CHG	APR	% CHG	APR	% CHG
TOTAL	2.5	3.0	0.4	2.8	63.2	-1.4	50.9	2.8	$ 62.37	3.4	$ 94.65	2.8
REGION												
Northeast	2.2	3.0	-0.3	4.4	64.6	-1.4	38.0	1.1	$ 87.19	5.7	$129.82	4.9
Southeast	5.7	6.8	2.9	6.8	74.7	2.9	81.0	3.4	68.42	3.0	103.67	1.9
North Central	0.4	1.2	-1.9	2.1	56.1	-3.1	36.5	2.8	47.85	4.5	75.14	3.6
South Central	-2.4	-2.7	-2.0	-0.2	55.0	-4.0	39.9	2.3	52.58	0.8	77.85	1.2
West	3.9	4.1	1.3	-2.5	65.4	-2.5	44.7	-1.3	59.83	2.5	92.29	2.3
AFFILIATION												
Chain	2.0	2.4	-	2.5	63.3	-1.6	47.5	2.8	60.98	2.8	91.38	2.5
Independent	4.3	5.6	1.9	3.9	62.8	-0.6	63.7	3.1	68.36	5.5	108.77	4.2
LOCATION												
Center City	2.5	2.6	1.2	3.9	59.8	-1.5	40.6	3.3	73.93	4.5	113.44	4.4
Suburban	-2.3	-1.1	-5.0	-2.6	59.9	-4.2	39.5	3.4	53.49	2.1	80.81	0.9
Airport	3.9	4.5	-0.9	2.5	68.8	-0.7	34.2	-5.3	56.42	2.5	83.43	1.9
Highway	1.1	2.3	-3.2	1.6	62.4	-1.9	56.6	2.0	42.14	2.5	57.32	1.3
Resort	6.2	6.8	5.1	5.6	72.0	1.6	95.2	3.3	81.27	2.7	131.83	2.1
SIZE												
UNDER 75 ROOMS	3.8	3.7	4.3	3.6	55.2	-0.9	66.3	4.2	$ 34.69	3.7	$ 41.94	3.8
75 - 149 ROOMS	0.2	1.3	-4.4	-1.3	61.8	-2.8	55.6	3.9	42.23	2.5	54.01	1.4
150 - 299 ROOMS	0.5	1.1	-2.4	0.3	61.9	-2.4	47.1	2.2	55.23	2.9	82.53	2.3
300 - 600 ROOMS	2.3	2.9	1.0	2.6	63.5	-1.2	49.3	3.1	69.09	2.8	110.62	2.2
OVER 600 ROOMS	5.5	5.9	3.4	5.9	67.8	0.9	54.4	2.4	86.15	3.7	135.51	3.3
TYPE												
Hotel	3.0	3.6	0.9	2.8	63.6	-1.2	47.4	1.3	72.57	3.7	117.11	3.2
Motor Hotel	-0.3	0.5	-3.1	0.7	63.0	-2.5	54.2	4.4	48.95	2.3	66.02	1.6
Economy	3.0	3.2	0.4	-2.4	58.4	-1.7	68.1	5.6	30.87	2.6	32.46	2.4
All Suites	7.8	7.7	6.8	10.5	70.4	3.8	64.5	8.6	81.59	0.7	114.32	0.8

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF APRIL 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	APR	% CHG	APR	% CHG	APR	% CHG	APR	% CHG
TOTAL	1.4	1.9	-0.3	3.3	64.0	-2.4	52.6	2.1	$ 59.87	3.6	$ 90.49	3.1
REGION:												
Northeast	1.2	2.4	-2.7	5.5	70.3	-3.2	42.8	1.9	$ 85.50	6.3	$126.27	5.0
Southeast	3.9	4.6	2.0	5.4	67.0	0.4	84.1	1.3	61.57	3.2	94.94	2.5
North Central	3.5	4.8	0.3	4.8	62.3	-1.7	40.4	2.0	48.48	5.9	75.01	4.6
South Central	-4.2	-4.5	-4.2	-0.2	55.9	-5.7	40.7	-1.2	51.78	0.6	76.66	0.9
West	2.4	2.3	2.0	-1.0	67.4	-1.9	49.7	3.3	58.21	2.6	88.28	2.7
AFFILIATION:												
Chain	1.1	1.6	-0.7	2.9	64.4	-2.6	49.2	1.4	59.06	3.5	87.95	3.0
Independent	2.4	2.9	1.1	4.7	62.3	-1.4	65.5	4.0	63.56	3.9	102.18	3.5
LOCATION:												
Center City	0.8	1.2	-1.1	3.5	62.4	-2.5	44.2	1.8	73.05	4.5	110.82	4.0
Suburban	-0.2	0.8	-2.7	0.5	63.1	-3.4	42.2	2.4	52.54	3.3	79.15	2.3
Airport	2.6	3.0	0.5	3.9	67.5	-2.0	33.0	-2.7	54.91	3.2	81.73	2.8
Highway	1.2	1.8	-0.9	1.2	64.1	-2.3	60.0	2.7	41.31	2.8	56.18	2.2
Resort	3.7	3.9	3.1	5.7	66.3	-0.7	102.2	2.2	73.52	3.0	122.33	2.8
SIZE:												
UNDER 75 ROOMS	3.0	2.9	2.1	11.1	60.2	-1.3	73.3	2.1	$ 35.95	4.3	$ 44.64	4.3
75 - 149 ROOMS	0.8	1.5	-2.3	1.9	65.4	-2.1	60.1	2.4	41.35	2.6	53.84	1.8
150 - 299 ROOMS	0.1	0.6	-1.6	1.1	62.7	-3.7	48.8	3.2	53.05	3.6	79.13	3.1
300 - 600 ROOMS	1.6	1.9	0.7	2.7	62.8	-2.2	48.0	2.1	66.00	3.0	104.92	2.6
OVER 600 ROOMS	2.6	3.2	0.2	5.7	67.2	-0.9	57.0	1.2	83.77	4.2	131.08	3.6
TYPE:												
Hotel	1.6	2.2	-0.1	3.1	63.9	-2.0	49.0	2.3	69.77	3.9	112.35	3.3
Motor Hotel	0.2	0.7	-1.9	3.0	64.1	-3.2	55.8	2.2	48.19	3.0	65.28	2.5
Economy	2.4	2.5	0.7	1.6	63.6	-1.7	72.2	2.4	30.56	3.1	31.85	3.0
All Suites	4.1	3.3	5.4	8.6	67.2	-0.9	70.9	-0.8	76.65	1.7	102.00	2.5

FOOD AND BEVERAGE REPORT - APRIL 1986 COMPARED WITH APRIL 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.14	$34.96	$10.11	$ 9.52	0.32	0.33	0.22	0.22	44.4	45.2	$ 6.25	$ 6.03	-1.2
REGION:													
Northeast	$40.55	$39.11	$11.79	$11.36	0.30	0.31	0.20	0.20	50.2	50.7	$ 8.42	$ 8.35	1.9
Southeast	35.47	33.18	10.51	9.45	0.32	0.34	0.23	0.23	39.0	39.5	5.87	5.32	-2.0
North Central	33.78	34.09	8.53	8.41	0.32	0.33	0.22	0.22	42.9	41.7	5.03	4.70	-2.0
South Central	31.04	30.95	9.05	9.04	0.33	0.34	0.22	0.22	44.0	45.6	5.77	5.95	-2.9
West	39.92	38.39	10.68	9.72	0.32	0.34	0.22	0.23	47.0	49.0	6.57	6.46	-0.5
AFFILIATION:													
Chain	$34.12	$33.08	$ 9.96	$ 9.40	0.32	0.33	0.21	0.22	44.5	45.4	$ 6.16	$ 5.99	-1.3
Independent	46.51	44.66	10.67	9.97	0.33	0.34	0.23	0.23	44.2	44.3	6.59	6.18	-1.2
LOCATION:													
Center City	$39.16	$37.58	$11.68	$11.38	0.30	0.31	0.21	0.21	48.0	49.9	$ 8.06	$ 8.13	3.8
Suburban	29.01	29.35	8.31	8.02	0.34	0.34	0.22	0.22	42.7	43.1	4.89	4.78	-6.0
Airport	29.75	29.51	8.84	8.28	0.32	0.33	0.24	0.25	41.4	41.8	4.83	4.67	0.8
Highway	26.68	26.91	7.64	7.24	0.35	0.36	0.25	0.25	42.5	41.3	4.21	3.88	-6.9
Resort	50.76	47.15	11.32	10.02	0.33	0.35	0.21	0.22	40.9	41.0	6.12	5.60	-3.4
SIZE:													
UNDER 75 ROOMS	$64.93	$54.23	$ 7.99	$ 6.82	0.35	0.36	0.26	0.29	33.2	35.5	$ 4.33	$ 3.97	-9.0
75 - 149 ROOMS	31.46	31.63	7.30	7.24	0.37	0.38	0.24	0.24	42.7	41.4	4.31	4.14	-6.4
150 - 299 ROOMS	29.08	28.92	8.32	7.96	0.34	0.35	0.22	0.23	43.1	42.5	4.96	4.64	-4.7
300 - 600 ROOMS	37.14	36.28	10.56	10.11	0.32	0.32	0.24	0.24	46.6	47.6	6.87	6.76	-0.8
OVER 600 ROOMS	44.35	41.93	12.36	11.39	0.30	0.31	0.19	0.19	43.9	45.7	7.38	7.27	4.1
TYPE:													
Hotel	$40.67	$39.29	$10.77	$10.17	0.32	0.33	0.22	0.22	44.6	45.5	$ 6.66	$ 6.47	0.3
Motor Hotel	23.48	23.16	7.70	7.35	0.34	0.34	0.22	0.22	42.4	41.4	4.60	4.28	-6.4
Economy	6.30	6.89	3.80	3.61	0.32	0.37	*	*	35.8	35.7	1.21	1.22	-13.0
All Suites	47.07	50.69	10.72	9.72	0.31	0.37	0.27	0.27	48.3	54.3	7.72	8.01	-1.3

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF APRIL 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.52	$35.94	$ 9.75	$ 9.36	0.33	0.33	0.22	0.22	46.7	46.3	$ 6.36	$ 6.17	-2.4
REGION													
Northeast	$39.87	$39.23	$11.48	$11.20	0.31	0.31	0.20	0.20	54.2	53.8	$ 8.82	$ 8.66	-0.9
Southeast	36.05	36.19	9.81	9.28	0.32	0.33	0.23	0.22	40.6	40.3	5.80	5.61	-
North Central	34.39	33.70	8.43	8.25	0.34	0.35	0.23	0.23	45.7	44.2	5.27	5.00	-3.2
South Central	29.73	29.01	8.61	8.60	0.33	0.34	0.22	0.22	45.6	46.1	5.63	5.68	-2.4
West	42.08	41.14	10.28	9.60	0.33	0.33	0.22	0.22	49.2	48.7	6.67	6.32	-4.7
AFFILIATION													
Chain	33.75	33.28	9.47	9.13	0.32	0.33	0.21	0.21	46.6	46.2	6.17	6.01	-2.4
Independent	49.29	48.37	10.70	10.12	0.33	0.34	0.24	0.24	47.0	46.8	7.05	6.73	-2.5
LOCATION													
Center City	38.59	37.45	11.10	10.82	0.31	0.32	0.21	0.21	51.7	51.6	8.07	7.92	-0.6
Suburban	30.73	30.55	8.36	8.22	0.34	0.35	0.22	0.22	45.2	44.0	5.25	5.07	-5.7
Airport	29.12	29.47	8.38	8.04	0.33	0.33	0.22	0.22	44.4	43.0	5.00	4.70	-3.1
Highway	27.44	28.10	7.85	7.52	0.36	0.36	0.24	0.25	42.5	41.4	4.29	4.08	-5.1
Resort	50.97	50.19	10.74	9.99	0.33	0.34	0.22	0.22	41.5	42.1	6.16	6.07	-0.1
SIZE													
UNDER 75 ROOMS	$74.94	$69.74	$ 7.02	$ 6.71	0.37	0.38	0.33	0.33	37.8	38.9	$ 4.02	$ 4.05	-3.4
75 - 149 ROOMS	33.00	33.28	7.68	7.39	0.37	0.38	0.25	0.25	43.0	42.2	4.56	4.40	-6.8
150 - 299 ROOMS	29.73	29.52	8.12	7.89	0.35	0.35	0.23	0.23	45.8	44.9	5.16	4.97	-3.3
300 - 600 ROOMS	38.42	37.58	10.28	9.82	0.32	0.33	0.22	0.22	47.6	47.4	6.81	6.54	-2.8
OVER 600 ROOMS	43.26	42.75	11.74	11.32	0.30	0.31	0.19	0.19	47.2	47.2	7.79	7.74	0.7
TYPE													
Hotel	41.03	40.25	10.22	9.82	0.32	0.33	0.22	0.21	47.0	46.6	6.68	6.47	-2.1
Motor Hotel	23.67	23.76	7.70	7.54	0.35	0.35	0.22	0.22	44.2	42.9	4.84	4.65	-3.5
Economy	8.85	9.37	3.62	3.43	0.32	0.34	*	*	29.1	28.6	1.17	1.14	-5.3
All Suites	51.19	51.31	12.33	10.94	0.31	0.35	0.27	0.27	52.1	57.6	9.13	9.21	-3.1

* INSUFFICIENT RESPONSE
\- NO CHANGE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF APRIL 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$34.17	$33.56	$ 9.49	$ 9.10	0.33	0.33	0.22	0.22	47.0	46.4	$ 6.20	$ 5.95	-3.1
REGION:													
Northeast	$38.56	$38.27	$11.55	$11.13	0.31	0.32	0.20	0.20	51.7	50.7	$ 8.58	$ 8.11	-5.5
Southeast	33.59	33.29	9.57	9.10	0.33	0.34	0.22	0.22	43.1	42.4	5.91	5.64	-1.0
North Central	32.63	32.15	8.45	8.11	0.34	0.34	0.22	0.22	44.3	43.5	5.07	4.84	-2.6
South Central	27.86	27.42	8.39	8.24	0.34	0.34	0.22	0.23	47.1	46.9	5.72	5.61	-5.4
West	38.45	37.23	9.64	9.14	0.33	0.33	0.22	0.22	48.6	48.1	6.08	5.83	-2.1
AFFILIATION:													
Chain	31.70	31.16	9.24	8.88	0.33	0.33	0.21	0.21	47.2	46.4	6.13	5.88	-3.3
Independent	46.84	46.07	10.35	9.87	0.34	0.35	0.23	0.23	46.2	46.2	6.46	6.23	-2.5
LOCATION:													
Center City	36.72	35.93	10.72	10.33	0.31	0.31	0.21	0.21	50.6	50.2	7.62	7.32	-3.8
Suburban	29.25	29.09	8.36	8.14	0.35	0.35	0.22	0.23	45.5	44.5	5.34	5.13	-3.8
Airport	28.64	28.20	8.39	7.98	0.33	0.34	0.22	0.22	44.6	43.5	5.01	4.78	-2.3
Highway	26.27	26.17	7.77	7.35	0.37	0.37	0.24	0.24	43.3	41.9	4.56	4.29	-3.4
Resort	48.34	47.09	10.28	9.76	0.34	0.35	0.22	0.21	43.3	43.0	5.90	5.68	-1.2
SIZE:													
UNDER 75 ROOMS	$73.73	$71.05	$ 8.22	$ 7.72	0.38	0.39	0.27	0.29	43.3	43.9	$ 4.35	$ 4.21	-2.7
75 - 149 ROOMS	31.75	31.65	7.31	7.08	0.37	0.38	0.25	0.25	42.7	41.3	4.24	4.03	-4.9
150 - 299 ROOMS	27.60	27.07	8.05	7.77	0.35	0.35	0.23	0.23	45.6	44.4	5.09	4.83	-3.2
300 - 600 ROOMS	35.92	35.18	9.95	9.51	0.33	0.34	0.22	0.22	48.4	48.2	6.69	6.46	-2.2
OVER 600 ROOMS	41.33	40.90	11.66	11.16	0.30	0.31	0.19	0.19	47.7	47.4	7.84	7.52	-3.7
TYPE:													
Hotel	38.92	38.20	10.04	9.63	0.32	0.33	0.21	0.21	47.4	47.0	6.61	6.35	-3.1
Motor Hotel	22.75	22.55	7.54	7.29	0.35	0.35	0.22	0.22	44.2	42.6	4.68	4.43	-3.1
Economy	7.39	7.49	3.41	3.32	0.32	0.33	*	*	32.2	34.7	*	*	-2.9
All Suites	39.12	37.01	11.93	10.90	0.33	0.36	0.26	0.27	54.6	59.5	9.29	9.27	-3.3

* INSUFFICIENT RESPONSE

B5050-4

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

MAY 1986 COMPARED WITH MAY 1985

OCCUPANCIES FALL AGAIN
TOTAL SALES UP SLIGHTLY

The occupancy rate for May was a disappointing 64.9 percent, 3.1 percent below May of last year, and the third consecutive monthly decline. Throughout most of the country occupancy rates remained only slightly below last May's levels, although in the South Central region of the nation occupancy rates fell 12.1 percent from one year ago. A slowdown in the economy of several major cities within this region has depressed demand for hotel rooms. In fact, the occupancy rate in May for the South Central region was only 54.0 percent.

Average daily rate in May was $61.58, 3.0 percent above May 1985. This modest increase was slightly greater than the 1.6 percent increase in all consumer goods, as measured by the Consumer Price Index, for the month of May. Rates in the Northeast region continue to outpace all other regions with an increase of 5.3 percent to reach an average rate of $88.04 for the month. Total sales for hotels surveyed rose a meager 0.6 percent over last May, however this figure is somewhat misleading since a 14.5 percent decline in total sales for hotels in the South Central region offset the increases shown in other regions.

The number of covers served by food and beverage operations continued to fall, declining 3.2 percent from last May. The total food and beverage sales per occupied room increased slightly, as did the average receipt per cover.

* * *

We are pleased to announce the printing of the 54th annual edition of the U.S. LODGING INDUSTRY, 1986. This publication provides in-depth articles on the hotel industry along with tables and charts detailing financial and operating data. For a copy of this informative report, contact the Publications Department.

		Projections	Actual Last Year
JULY	1985	66-68%	68.5%
AUGUST	1986	69-71%	70.6%
SEPTEMBER	1986	61-63%	62.5%

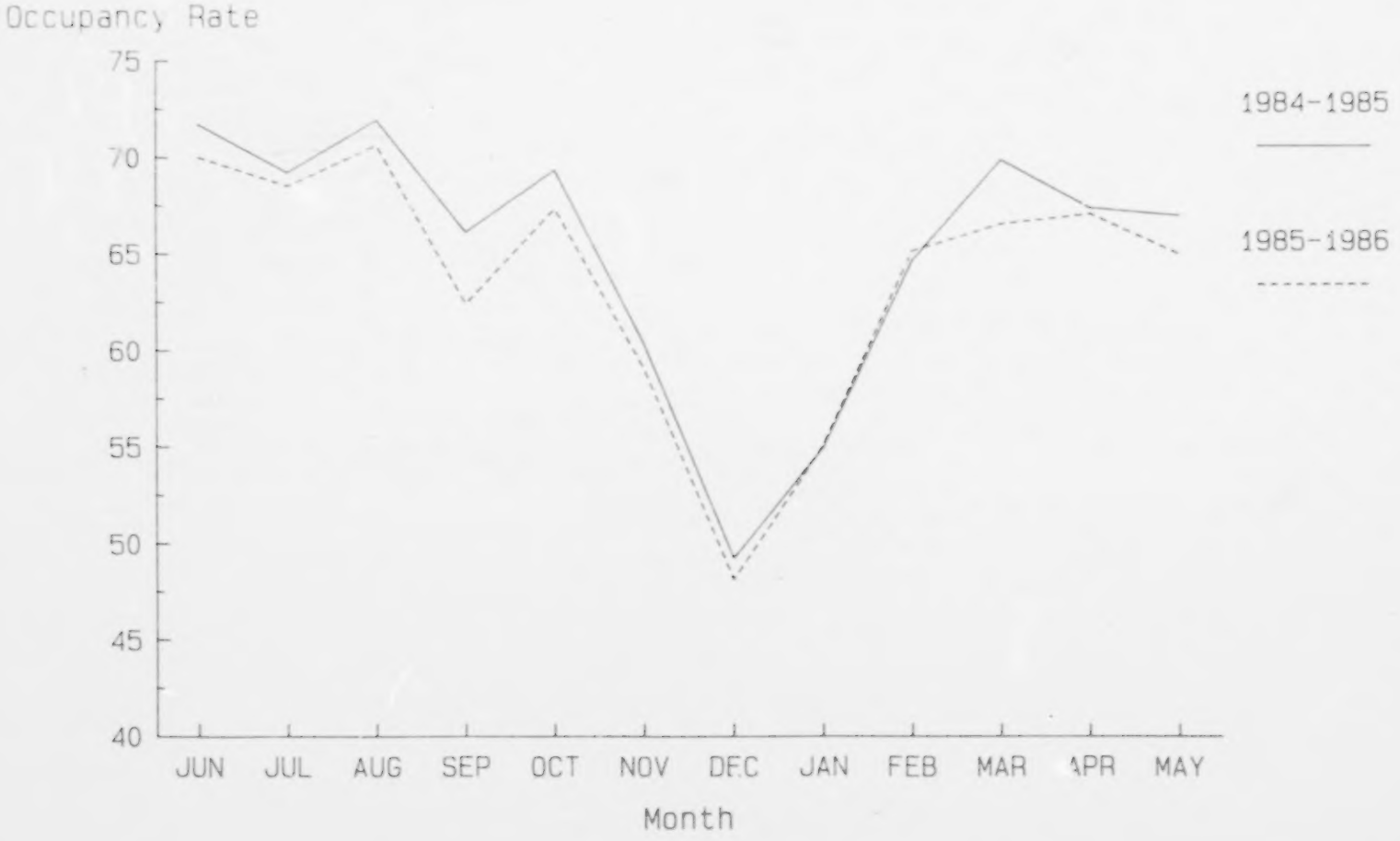
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	62.9%	-1.9%
AFFILIATION:		
Chain	62.8	-1.7
Independent	63.1	2.2
AREA:		
Northeast	73.0	2.1
Southeast	66.2	-9.1
North Central	64.3	2.0
South Central	52.7	-1.7
West	65.9	-0.3
LOCATION:		
Center City	64.1	1.1
Suburban	60.2	-2.5
Highway	63.0	0.9
Airport	61.8	-3.3
Resort	68.0	1.8
SIZE:		
Under 150 rooms	63.8	0.4
150 to 299 rooms	58.6	-2.8
300 to 600 rooms	63.0	-0.3
Over 600 rooms	69.7	0.5
TYPE:		
Hotel	63.0	-1.5
Motor Hotel	61.6	-1.5
Economy	65.1	2.7

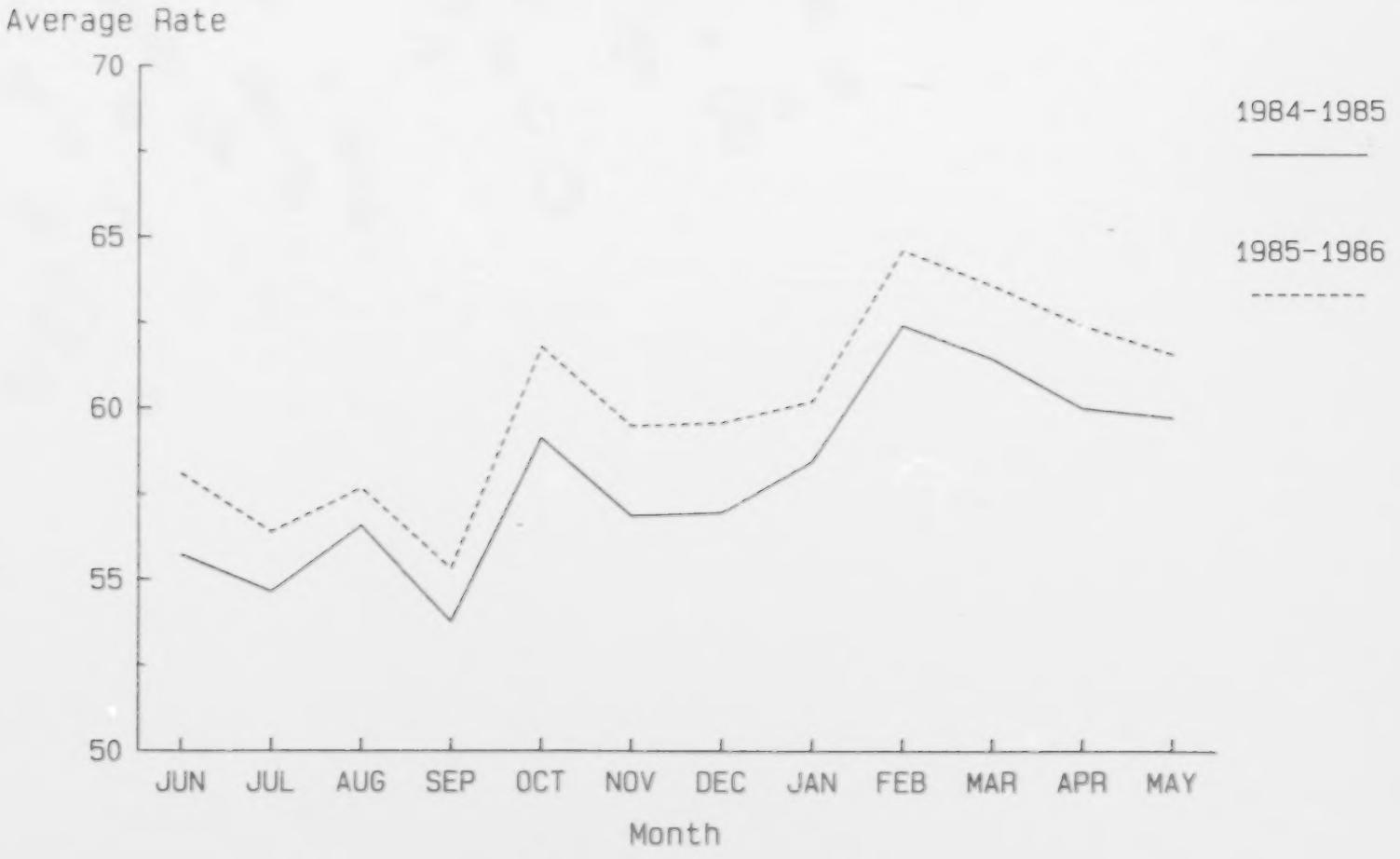
* FROM PREVIOUS MONTH

Mark Lomanno, Associate Director
Bill Evans, Research Analyst
Research and Development

NATIONAL OCCUPANCY RATE
JUNE 1984 - MAY 1985
JUNE 1985 - MAY 1986



NATIONAL AVERAGE ROOM RATE
JUNE 1984 - MAY 1985
JUNE 1985 - MAY 1986



TREND REPORT MAY 1986 COMPARED WITH MAY 1985

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	0.6	1.3	-1.2	-3.7	64.9	-3.1	53.7	3.7	$ 61.58	3.0	$ 93.92	2.3
REGION:												
Northeast	4.6	5.8	2.5	-6.1	77.1	1.0	40.3	-8.4	$ 88.04	5.3	$129.06	4.1
Southeast	1.6	2.5	0.8	-3.0	66.9	-0.6	94.5	4.8	59.41	2.5	92.26	1.6
North Central	2.1	3.3	0.5	-2.7	67.0	-1.8	40.5	7.1	49.31	5.2	76.06	4.0
South Central	-14.5	-13.9	-15.5	16.8	54.0	-12.1	40.6	6.8	53.24	-2.2	80.10	-2.8
West	7.8	7.7	4.5	2.0	65.4	-0.6	49.1	3.2	59.95	2.6	93.90	2.7
AFFILIATION:												
Chain	-0.2	0.3	-2.4	-3.3	64.7	-3.3	50.5	2.9	$ 59.79	2.1	$ 89.51	1.6
Independent	3.4	4.8	2.6	-4.8	65.9	-2.1	64.9	6.0	69.12	6.3	112.54	5.0
LOCATION:												
Center City	0.8	2.8	-2.9	-6.8	66.6	-1.3	43.8	-2.4	$ 76.51	3.8	$115.46	1.8
Suburban	-5.1	-5.3	-5.1	-2.7	62.9	-7.0	46.5	8.6	52.83	0.9	81.27	1.1
Airport	1.7	0.4	-0.8	0.6	61.5	-3.6	30.8	4.1	54.92	2.2	82.66	3.5
Highway	-0.9	0.1	-3.6	-4.5	63.0	-4.7	61.2	8.3	41.68	2.3	56.88	1.6
Resort	5.0	5.4	5.5	-0.6	69.4	0.3	96.7	4.0	71.37	2.3	119.78	2.0
SIZE:												
UNDER 75 ROOMS	2.8	2.6	3.2	8.4	60.8	-0.5	70.6	3.1	$ 34.62	2.6	$ 42.81	2.8
75 - 149 ROOMS	-1.1	-0.8	-1.1	-9.4	64.6	-4.7	61.8	5.6	41.51	2.5	54.15	2.2
150 - 299 ROOMS	-1.6	1.4	-3.8	-2.0	60.1	-5.4	51.9	6.6	52.91	3.0	78.66	2.8
300 - 600 ROOMS	-	0.2	-0.1	-1.4	69.6	-2.5	52.3	10.1	67.89	1.8	110.17	1.6
OVER 600 ROOMS	3.5	5.6	-0.4	-5.8	73.2	0.5	52.8	-5.9	86.12	2.4	135.00	0.4
TYPE:												
Hotel	1.5	2.2	-0.3	-2.9	60.8	-1.8	49.1	1.0	$ 71.65	2.7	$115.98	2.1
Motor Hotel	-3.2	-2.6	-5.1	-3.8	62.0	-6.1	60.9	6.5	48.75	2.9	66.38	2.2
Economy	6.5	6.7	*	13.3	54.6	-2.3	68.6	10.1	30.62	4.4	39.91	4.2
All Suites	0.6	3.4	-2.7	-15.0	69.9	0.3	62.8	10.2	72.20	2.1	102.74	0.7

* INSUFFICIENT RESPONSE
\- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF MAY 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	2.1	2.7	-	1.4	63.5	-1.9	51.4	3.0	$ 62.17	3.3	$ 94.50	2.8
REGION												
Northeast	2.8	3.7	0.4	3.5	67.2	-0.9	38.6	-1.5	$ 87.39	5.6	$129.62	4.7
Southeast	5.0	6.1	2.5	5.0	73.1	2.1	83.2	3.6	66.80	3.0	101.63	1.9
North Central	0.8	1.7	-1.3	1.3	58.0	-2.8	37.4	3.9	48.08	4.7	75.24	3.7
South Central	-5.1	-5.2	-5.2	-4.3	54.8	-5.8	40.0	3.4	52.67	0.2	78.36	0.2
West	4.8	4.9	1.7	-2.0	65.4	-2.2	45.5	-0.4	59.91	2.5	92.81	2.4
AFFILIATION												
Chain	1.7	2.1	-0.5	1.3	63.6	-2.0	48.6	2.5	60.90	2.8	91.25	2.4
Independent	3.9	5.1	1.9	1.7	63.1	-1.1	62.0	4.7	67.68	5.5	108.68	4.2
LOCATION												
Center City	2.2	2.7	0.4	1.8	61.2	-1.3	41.2	2.2	74.37	4.3	113.86	3.8
Suburban	-2.9	-2.0	-5.1	-2.9	60.5	-4.9	41.1	4.6	53.38	1.9	80.93	1.0
Airport	3.5	3.8	-1.8	1.0	67.0	-1.3	33.7	-3.7	56.00	2.5	83.18	2.3
Highway	0.8	1.9	-3.2	0.5	62.5	-2.3	57.3	3.2	42.03	2.5	57.15	1.4
Resort	6.0	6.5	5.2	4.2	71.4	1.4	95.4	3.4	79.19	2.6	129.38	2.1
SIZE												
UNDER 75 ROOMS	3.6	3.5	4.4	4.9	56.3	-0.9	67.2	3.5	$ 34.70	3.4	$ 42.28	3.6
75 - 149 ROOMS	-0.1	0.8	-3.7	-3.2	62.3	-3.3	56.8	4.2	42.14	2.5	54.21	1.6
150 - 299 ROOMS	0.1	0.7	-2.6	-	61.5	-3.0	47.9	3.0	54.72	3.0	81.80	2.4
300 - 600 ROOMS	1.9	2.4	0.9	1.7	63.9	-1.5	49.8	4.6	68.85	2.6	110.59	2.1
OVER 600 ROOMS	5.1	5.8	2.2	2.9	68.9	0.7	54.0	0.6	86.14	3.4	135.40	2.7
TYPE												
Hotel	2.7	3.3	0.6	1.4	64.0	-1.4	47.7	1.3	72.37	3.5	116.92	3.0
Motor Hotel	-0.9	-0.2	-3.5	-0.5	63.0	-3.1	57.5	4.9	48.64	2.3	65.73	1.5
Economy	3.7	4.0	0.3	-6.4	58.9	-2.5	58.6	7.1	30.45	3.5	31.48	3.3
All Suites	6.9	7.5	4.5	6.8	69.7	3.3	60.7	7.6	77.88	1.0	109.51	0.4

- NO CHANGE

TWELVE MONTH TREND REPORT - AS OF MAY 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	1.3	1.8	0.6	2.1	63.8	-2.3	53.1	2.5	$ 60.05	3.3	$ 90.75	2.8
REGION:												
Northeast	1.3	2.6	-2.4	4.4	70.4	-2.8	42.7	0.7	$ 86.00	6.1	$126.85	4.8
Southeast	3.7	4.6	1.7	3.9	66.8	0.8	85.7	2.5	61.35	2.8	94.34	2.0
North Central	3.4	4.7	0.4	4.5	62.1	-1.7	40.7	2.3	48.56	5.8	75.13	4.5
South Central	-5.6	-5.6	-6.0	-2.5	55.3	-6.3	41.1	-0.5	51.74	0.1	76.56	0.1
West	3.0	2.9	2.1	-1.3	67.2	-1.6	49.8	3.3	58.46	2.4	88.98	2.5
AFFILIATION:												
Chain	1.1	1.6	-1.0	2.1	64.1	-2.4	50.5	2.2	59.32	3.2	88.28	2.7
Independent	2.0	2.6	0.7	2.2	62.2	-1.6	63.5	3.8	63.43	3.9	102.26	3.3
LOCATION:												
Center City	0.8	1.4	-1.2	2.2	62.3	-2.4	44.2	1.6	73.22	4.4	110.93	3.7
Suburban	-0.8	0.1	-3.2	-	62.7	-3.5	42.9	2.9	52.58	2.9	79.42	2.0
Airport	2.4	2.7	-0.2	3.2	66.6	-2.1	33.1	0.6	54.81	2.8	81.44	2.5
Highway	1.2	1.9	-0.9	-0.3	63.9	-2.1	61.2	3.2	41.30	2.6	56.07	2.0
Resort	3.7	4.0	2.9	4.4	66.4	-0.4	102.6	2.2	73.51	2.6	122.09	2.3
SIZE:												
UNDER 75 ROOMS	3.0	2.9	2.4	11.0	60.2	-1.3	73.6	1.9	$ 35.93	4.1	$ 44.69	4.1
75 - 149 ROOMS	0.6	1.3	-2.3	0.6	65.1	-2.3	60.7	3.1	41.44	2.5	53.88	1.8
150 - 299 ROOMS	-	0.5	-1.8	0.7	62.2	-3.6	49.5	3.6	53.09	3.2	79.27	2.7
300 - 600 ROOMS	1.4	1.7	0.6	2.0	62.8	-2.2	48.9	4.0	66.30	2.8	105.55	2.4
OVER 600 ROOMS	2.5	3.4	-0.5	3.6	67.3	-0.6	56.9	0.4	83.78	3.9	130.66	3.0
TYPE:												
Hotel	1.5	2.2	-0.4	2.0	63.7	-2.0	49.3	2.7	69.94	3.6	112.54	3.0
Motor Hotel	-0.1	0.4	-2.2	1.8	63.7	-3.0	58.6	2.6	48.05	2.6	64.95	2.1
Economy	2.9	2.9	*	0.4	63.4	-2.2	64.0	2.9	30.25	3.5	30.96	3.5
All Suites	4.0	3.5	5.0	6.6	67.3	-	65.6	0.3	74.36	1.5	101.34	2.0

* INSUFFICIENT RESPONSE
\- NO CHANGE

FOOD AND BEVERAGE REPORT - MAY 1986 COMPARED WITH MAY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.70	$36.14	$ 9.96	$ 9.64	0.32	0.32	0.22	0.21	44.8	44.0	$ 6.14	$ 5.94	-3.2
REGION:													
Northeast	$40.21	$39.45	$12.26	$11.58	0.29	0.29	0.20	0.20	45.7	46.2	$ 7.92	$ 7.64	-0.7
Southeast	34.41	33.66	10.04	9.45	0.34	0.34	0.23	0.22	40.4	40.3	5.92	5.54	-5.1
North Central	32.98	32.43	8.57	8.48	0.33	0.32	0.22	0.22	41.6	41.4	4.56	4.45	-0.7
South Central	30.56	31.58	8.21	8.50	0.33	0.32	0.22	0.22	46.0	42.2	5.47	5.45	-9.1
West	43.78	43.02	10.26	9.90	0.32	0.33	0.21	0.21	49.0	48.8	6.40	6.26	-1.6
AFFILIATION:													
Chain	$33.14	$33.04	$ 9.47	$ 9.25	0.32	0.32	0.21	0.21	45.2	43.9	$ 5.92	$ 5.76	-3.2
Independent	53.36	50.67	11.63	10.94	0.32	0.33	0.23	0.22	43.5	44.2	6.96	6.60	-3.2
LOCATION:													
Center City	$38.59	$39.27	$11.34	$11.16	0.30	0.29	0.21	0.21	48.3	46.4	$ 7.64	$ 7.41	-0.5
Suburban	32.36	31.52	8.94	8.76	0.34	0.34	0.23	0.23	43.8	42.9	5.24	5.09	-5.4
Airport	29.13	27.89	8.17	7.92	0.32	0.33	0.21	0.21	44.2	43.3	4.86	4.67	-2.2
Highway	27.33	27.27	7.86	7.54	0.35	0.35	0.24	0.24	42.3	43.2	4.34	4.48	-5.2
Resort	50.00	48.48	11.22	10.50	0.34	0.33	0.21	0.21	40.0	40.5	5.95	5.66	-5.6
SIZE:													
UNDER 75 ROOMS	$94.81	$87.28	$ 8.04	$ 7.60	0.40	0.39	0.26	0.26	40.0	36.4	$ 4.17	$ 3.61	-1.9
75 - 149 ROOMS	32.81	31.85	7.63	7.29	0.36	0.37	0.24	0.24	40.2	41.3	4.13	4.00	-2.1
150 - 299 ROOMS	29.00	28.15	8.04	7.71	0.34	0.34	0.24	0.24	45.2	45.7	4.84	4.82	-5.3
300 - 600 ROOMS	38.93	38.15	10.68	10.34	0.32	0.32	0.22	0.22	45.4	44.9	6.62	6.39	-2.3
OVER 600 ROOMS	43.16	44.20	12.33	12.13	0.30	0.29	0.19	0.19	44.7	42.4	8.06	7.62	-2.3
TYPE:													
Hotel	$40.89	$40.45	$10.49	$10.15	0.32	0.31	0.21	0.21	45.6	44.5	$ 6.61	$ 6.34	-2.6
Motor Hotel	23.69	23.28	7.73	7.57	0.34	0.35	0.24	0.23	41.6	41.4	4.42	4.38	-5.7
Economy	*	*	*	*	*	*	*	*	*	*	*	*	*
All Suites	56.86	58.98	12.04	11.37	0.32	0.34	0.27	0.28	42.0	43.9	6.88	7.25	-2.1

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF MAY 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$36.58	$36.01	$ 9.78	$ 9.41	0.32	0.33	0.22	0.22	46.3	45.8	$ 6.31	$ 6.12	-2.7
REGION:													
Northeast	$39.96	$39.29	$11.66	$11.28	0.30	0.31	0.20	0.20	52.1	52.0	$ 8.58	$ 8.40	-0.8
Southeast	35.76	35.73	9.84	9.30	0.33	0.33	0.23	0.22	40.5	40.3	5.81	5.59	-0.8
North Central	34.13	33.47	8.44	8.28	0.34	0.34	0.23	0.23	44.9	43.7	5.11	4.89	-2.7
South Central	29.92	29.61	8.53	8.58	0.33	0.33	0.22	0.22	45.7	45.1	5.60	5.64	-3.8
West	42.50	41.56	10.27	9.66	0.33	0.33	0.22	0.22	49.1	48.8	6.63	6.31	-4.4
AFFILIATION:													
Chain	33.67	33.28	9.45	9.15	0.32	0.33	0.21	0.21	46.3	45.7	6.10	5.95	-2.5
Independent	50.38	49.06	10.96	10.32	0.33	0.34	0.24	0.23	46.3	46.3	7.13	6.76	-3.3
LOCATION:													
Center City	38.65	37.89	11.12	10.85	0.31	0.31	0.21	0.21	50.9	50.3	7.95	7.78	-0.5
Suburban	31.32	30.96	8.50	8.35	0.34	0.34	0.23	0.22	44.9	43.8	5.26	5.09	-5.8
Airport	28.75	28.91	8.30	8.01	0.33	0.33	0.22	0.22	44.5	43.3	4.98	4.72	-3.6
Highway	27.34	27.85	7.82	7.49	0.36	0.36	0.24	0.24	42.4	41.7	4.27	4.13	-5.0
Resort	50.83	49.90	10.82	10.09	0.33	0.34	0.22	0.22	41.2	41.8	6.11	5.99	-1.2
SIZE:													
UNDER 75 ROOMS	$79.14	$73.53	$ 7.21	$ 6.88	0.38	0.38	0.31	0.31	38.2	38.4	$ 4.01	$ 3.89	-2.8
75 - 149 ROOMS	33.13	33.10	7.70	7.38	0.37	0.38	0.25	0.25	42.7	42.4	4.49	4.35	-5.8
150 - 299 ROOMS	29.67	29.32	8.10	7.85	0.35	0.35	0.23	0.23	45.7	45.1	5.09	4.93	-3.7
300 - 600 ROOMS	38.54	37.69	10.36	9.92	0.32	0.33	0.22	0.22	47.1	46.8	6.77	6.51	-2.6
OVER 600 ROOMS	43.21	43.06	11.85	11.48	0.30	0.30	0.19	0.19	46.6	46.2	7.84	7.72	-0.3
TYPE:													
Hotel	40.97	40.28	10.28	9.89	0.32	0.32	0.21	0.21	46.7	46.2	6.66	6.45	-2.3
Motor Hotel	23.41	23.41	7.62	7.45	0.35	0.35	0.22	0.22	43.5	42.5	4.67	4.52	-4.2
Economy	14.02	14.81	*	*	*	*	*	*	*	*	*	*	*
All Suites	50.06	50.63	11.82	10.69	0.31	0.35	0.26	0.27	49.9	54.1	8.39	8.51	-2.4

* INSUFFICIENT RESPONSE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF MAY 1985

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	1986	1985	% CHG
TOTAL	$34.30	$33.80	$ 9.52	$ 9.15	0.33	0.33	0.22	0.22	47.1	46.5	$ 6.24	$ 6.00	-3.1
REGION:													
Northeast	$38.72	$38.42	$11.65	$11.16	0.31	0.31	0.20	0.20	51.8	51.0	$ 8.66	$ 8.19	-5.4
Southeast	33.46	33.32	9.61	9.16	0.33	0.34	0.22	0.22	43.1	42.3	5.96	5.69	-1.1
North Central	32.51	32.02	8.44	8.12	0.34	0.34	0.22	0.22	44.3	43.7	5.07	4.86	-2.5
South Central	27.91	27.77	8.36	8.28	0.34	0.34	0.22	0.23	47.5	46.5	5.72	5.61	-5.6
West	38.93	37.85	9.70	9.20	0.33	0.33	0.22	0.22	48.7	48.3	6.14	5.90	-2.1
AFFILIATION:													
Chain	31.74	31.35	9.24	8.90	0.33	0.33	0.21	0.21	47.3	46.5	6.13	5.90	-3.1
Independent	47.57	46.70	10.55	10.04	0.34	0.34	0.23	0.23	46.5	46.3	6.69	6.38	-3.3
LOCATION:													
Center City	36.70	36.07	10.75	10.36	0.31	0.31	0.21	0.21	50.8	50.3	7.65	7.36	-3.3
Suburban	29.62	29.49	8.40	8.20	0.35	0.35	0.22	0.23	45.7	44.7	5.40	5.19	-4.2
Airport	28.25	27.93	8.35	7.99	0.33	0.33	0.22	0.22	44.9	43.8	5.02	4.80	-2.6
Highway	26.23	26.24	7.75	7.32	0.37	0.37	0.24	0.24	43.3	42.0	4.49	4.24	-3.5
Resort	48.41	47.39	10.37	9.85	0.34	0.34	0.22	0.21	43.2	42.9	5.98	5.76	-1.6
SIZE:													
UNDER 75 ROOMS	$75.57	$72.65	$ 8.26	$ 7.75	0.38	0.39	0.27	0.28	43.0	43.5	$ 4.43	$ 4.24	-2.9
75 - 149 ROOMS	31.87	31.70	7.35	7.10	0.37	0.38	0.25	0.25	42.7	41.5	4.29	4.07	-4.9
150 - 299 ROOMS	27.76	27.31	8.05	7.77	0.35	0.35	0.23	0.23	45.7	44.6	5.09	4.87	-3.2
300 - 600 ROOMS	36.18	35.42	10.02	9.59	0.33	0.33	0.22	0.22	48.5	48.2	6.74	6.50	-2.3
OVER 600 ROOMS	41.02	40.98	11.67	11.22	0.30	0.31	0.19	0.19	48.0	47.4	7.90	7.60	-3.5
TYPE:													
Hotel	38.90	38.34	10.08	9.68	0.32	0.33	0.21	0.21	47.7	47.1	6.66	6.41	-3.0
Motor Hotel	22.37	22.24	7.45	7.20	0.35	0.35	0.22	0.22	44.2	42.7	4.64	4.40	-3.5
Economy	*	*	*	*	*	*	*	*	*	*	*	*	*
All Suites	40.87	38.90	11.18	10.36	0.33	0.35	0.26	0.26	51.2	55.0	8.19	8.23	-1.7

* INSUFFICIENT RESPONSE